WomenTechWomenYes Street Team Strategy

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Introduction

Overview

Data Used

Problems to solve

Results

Assumptions

Proposed strategy

Additional considerations

Overview

- WomenTechWomenYes (WTWY) sponsors an annual early Summer Gala, to increase outreach and connection.
- The WTWY Street Team's goal is to maximize the participation in the Summer Gala by collecting email addresses of interested passers by.

We propose a strategy to increase outreach and participation in the Summer Gala by concentrating the WTWY Street Team's efforts on a selection of MTA stations in the NYC metropolitan area.
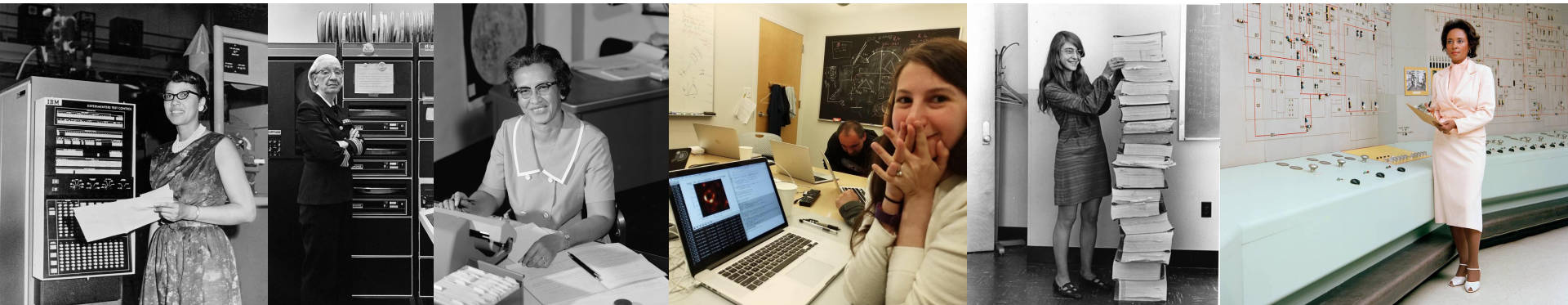
Problems to solve

1 Which MTA stations would be most advantageous for the Street Team to target, considering foot traffic and proximity to the event space?

2 During which days, and what time(s) of the day, could the Street Team maximize interaction with the public?

Assumptions:

In order to begin our data inquiry we made several assumptions in order to deliver **WomenTechWomenYes** the most streamlined plan for their Street Team.

Assumptions

- WomenTeachWomenYes gala to be held in 2021 early Summer
- Post-Covid conditions
- Gala will be at the Met
- WomenTeachWomenYes teams with fliers will be able to cover 4-6 stations at a time
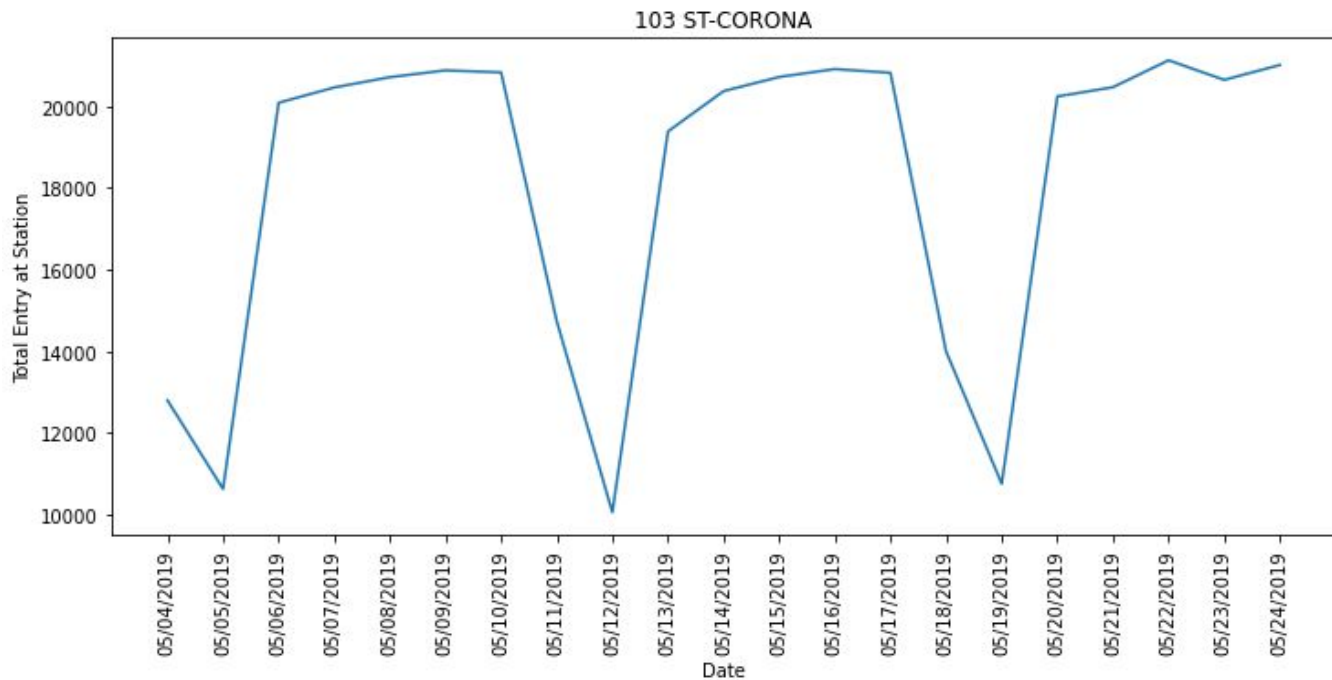
MTA ridership data source:
http://web.mta.info/developers/turnstile.html

Income data source:
https://www.census.gov/quickfacts/newyorkcitynewyork
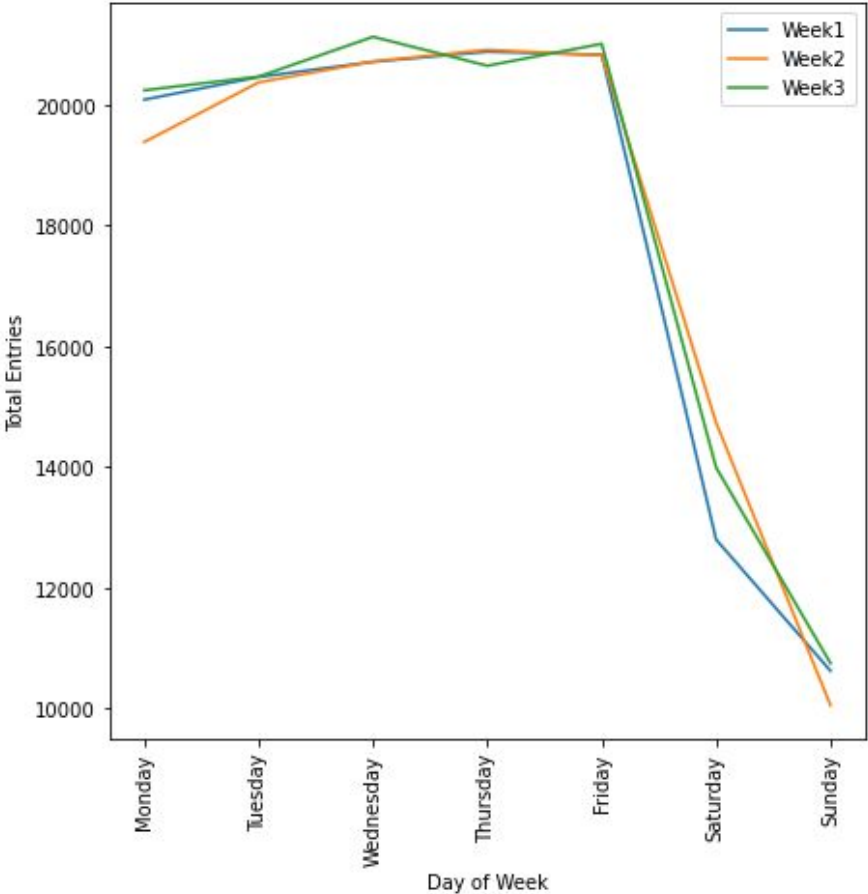
Traffic by day over the weeks in May

- For a single station, drop-off in traffic on the weekends

103 ST-CORONA
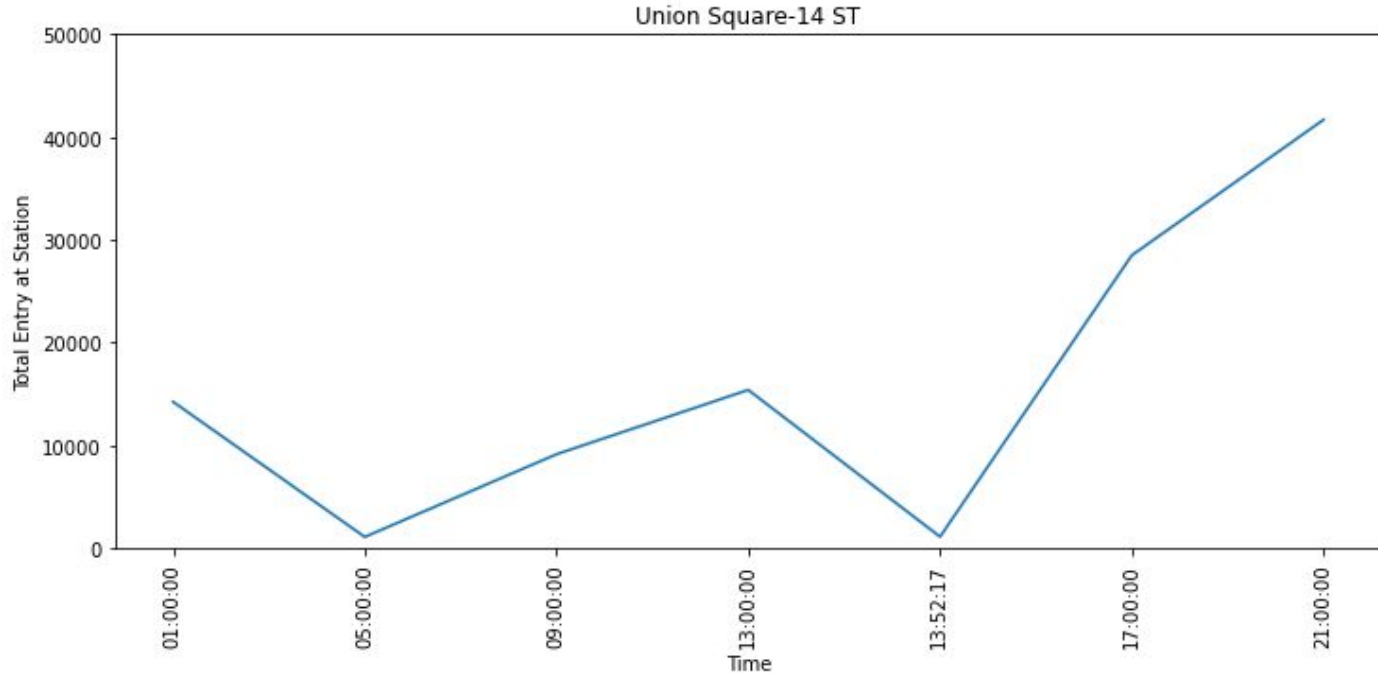
Traffic at all stations by day of week

- When we aggregate all stations, the drop-off in traffic on the weekends is still noticeable

- Target stations on weekdays, prioritize Wednesday and Friday
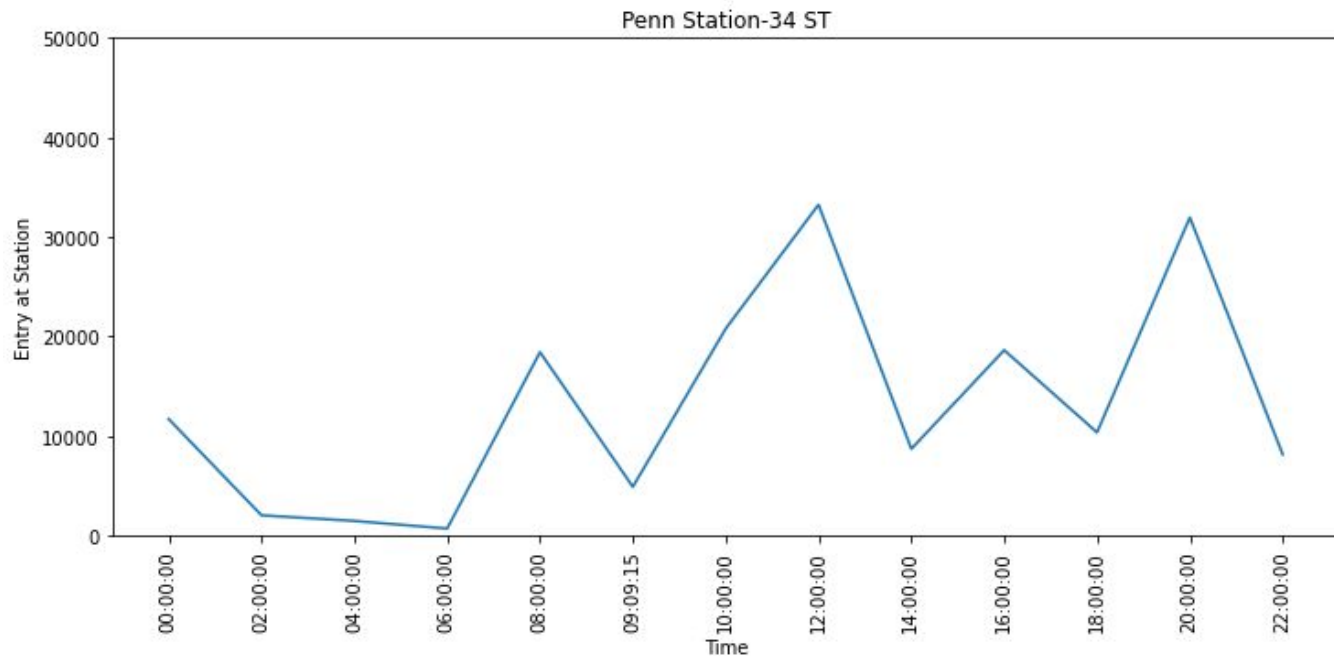
Station Traffic by Time: Union Square - 14 ST

- Target particular stations by time
- Busy times vary throughout the day
- Send team after 4pm
- Wed. - May 8, 2019

Union Square-14 ST

Station Traffic by Time: Penn Stations - 34 ST

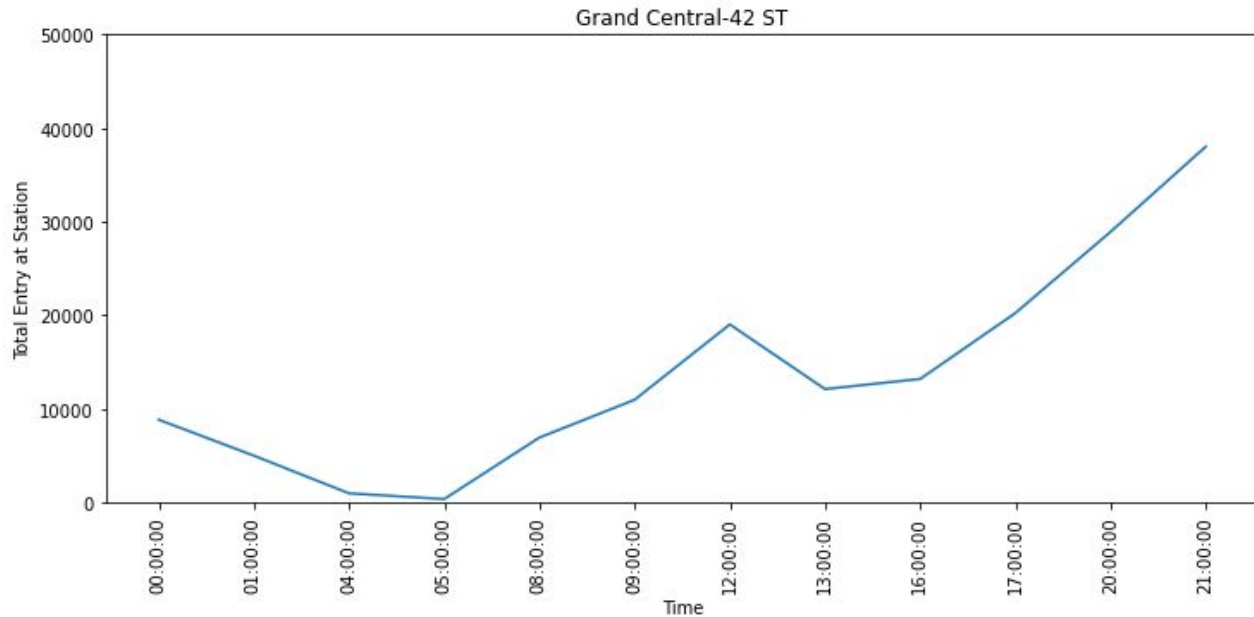- Penn Station has multiple busy peaks unlike Union Square
- Send team between 9am-2pm, and 6pm-9pm
- Wed. - May 8, 2019

Penn Station-34 ST
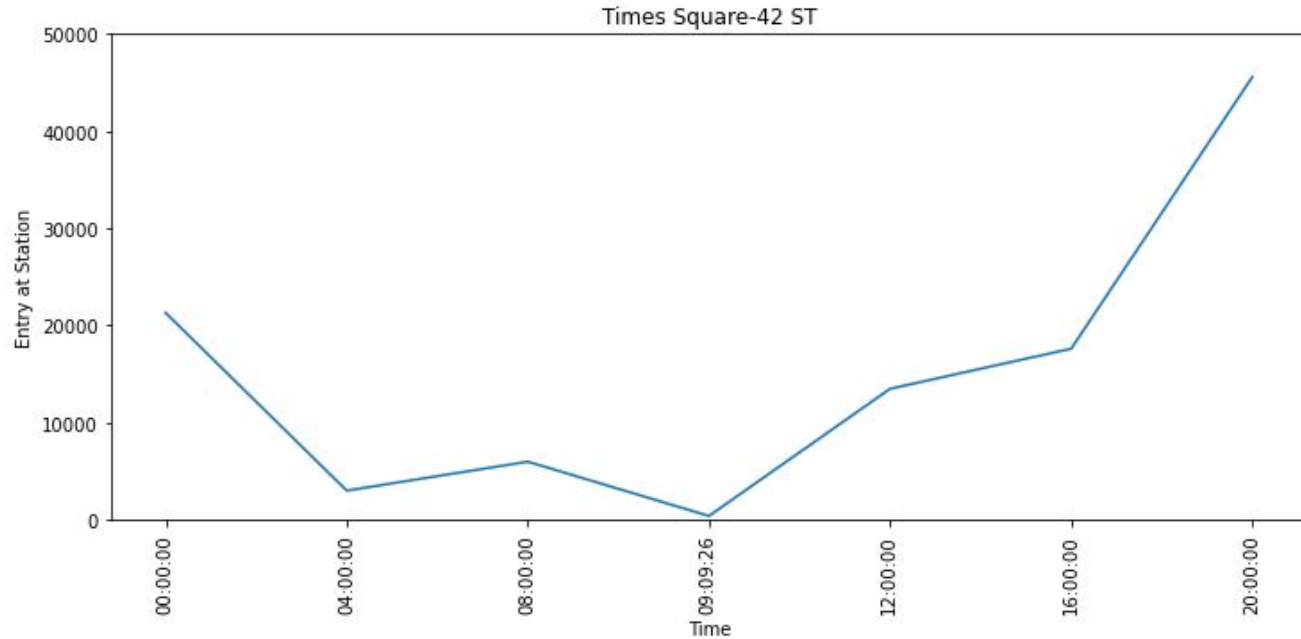
Station Traffic by Time: Grand Central - 42 ST

- Similar to Union Square, increased traffic in evening
- Send team after 4pm
- Wed. - May 8, 2019

Grand Central-42 ST

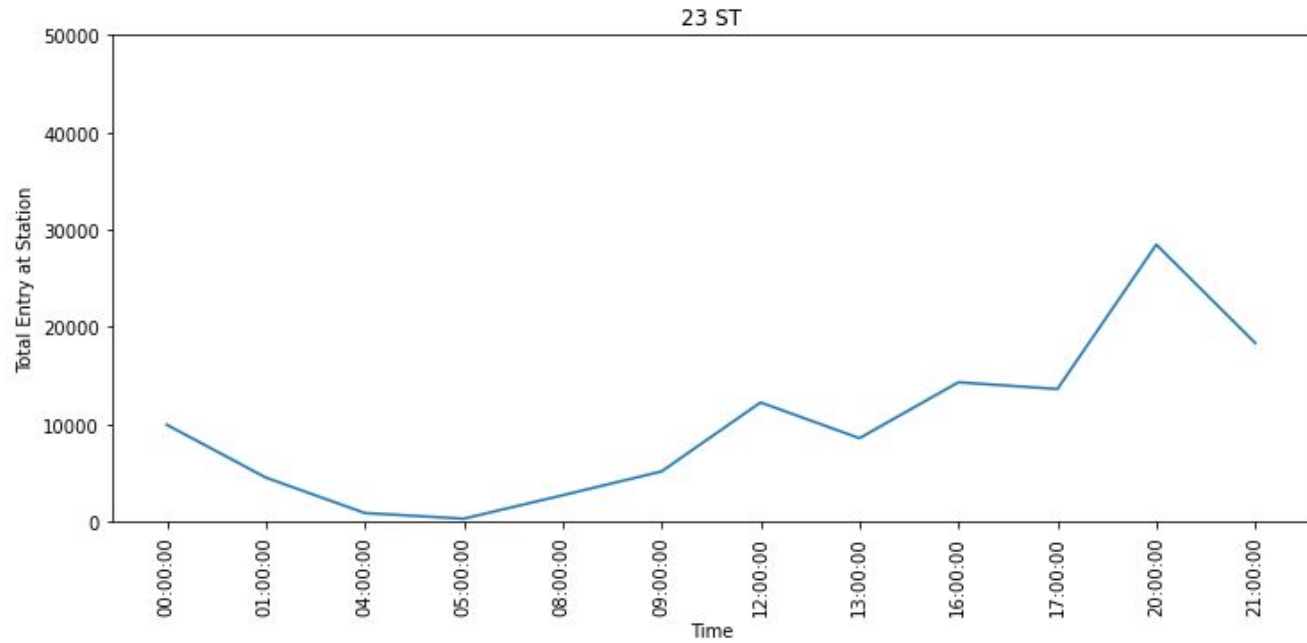## Station Traffic by Time: Times Square - 42 ST

- Similar to Grand Central, increased traffic in evening
- Send team after 4pm
- Wed. - May 8, 2019

Times Square-42 ST

Station Traffic by Time: 23-ST

- Similar to 23-ST, increased traffic in evening
- Send team from 5pm-9pm
- Wed. - May 8, 2019

Proposed strategy

- List of best stations to target, with optimal times
- Prioritize Wednesdays and Fridays
- Consider stations close to event venue

Target Times

Station	Time to Target
Penn Station - 34 ST	9am-2pm, 6pm-9pm
Times Square - 42 ST	after 4pm
Grand Central	after 4pm
Union Square - 14 ST	after 4pm
23 ST	5pm-9pm
Path New WTC	after 4pm
Herald Square - 34 ST	after 4pm
86 ST	9am-12pm,1pm-4pm, 6pm-9pm
Port Authority - 42 ST	7am-9am, 10am-2pm

Station	Time to Target
Fulton ST	4pm-8pm
Brooklyn Bridge	after 3pm
125 ST	after 9am
Canal ST	after 4pm
Columbus - 59 ST	after 12pm
14th ST	after 4pm
96 ST	8am-11am,1pm-3pm, 4pm-9pm
14 ST	after 4pm
59 ST	after 12pm

Ranking Stations

Feature	Weight
Total Traffic over Time Period	14
Proximity	5
Avg Income	10
Ideal Hours	7

Station	Proximity Score	Ideal Hours Score	Traffic Score	Income Score	Total Score
34 St-Penn Sta	3	5	14	8	**17.15**
Times SQ-42 St	5	6	12	6	**15.52**
Grd Cntrl-42 St	5	6	11	9	**16.22**
14 St-Union Sq	3	6	9	8	**13.78**
Path New WTC	4	6	9	10	**15.26**

Additional Considerations:

- **Socioeconomic community near each station**
- **Include bus routes**
- **Financial district locations**
- **Schools**
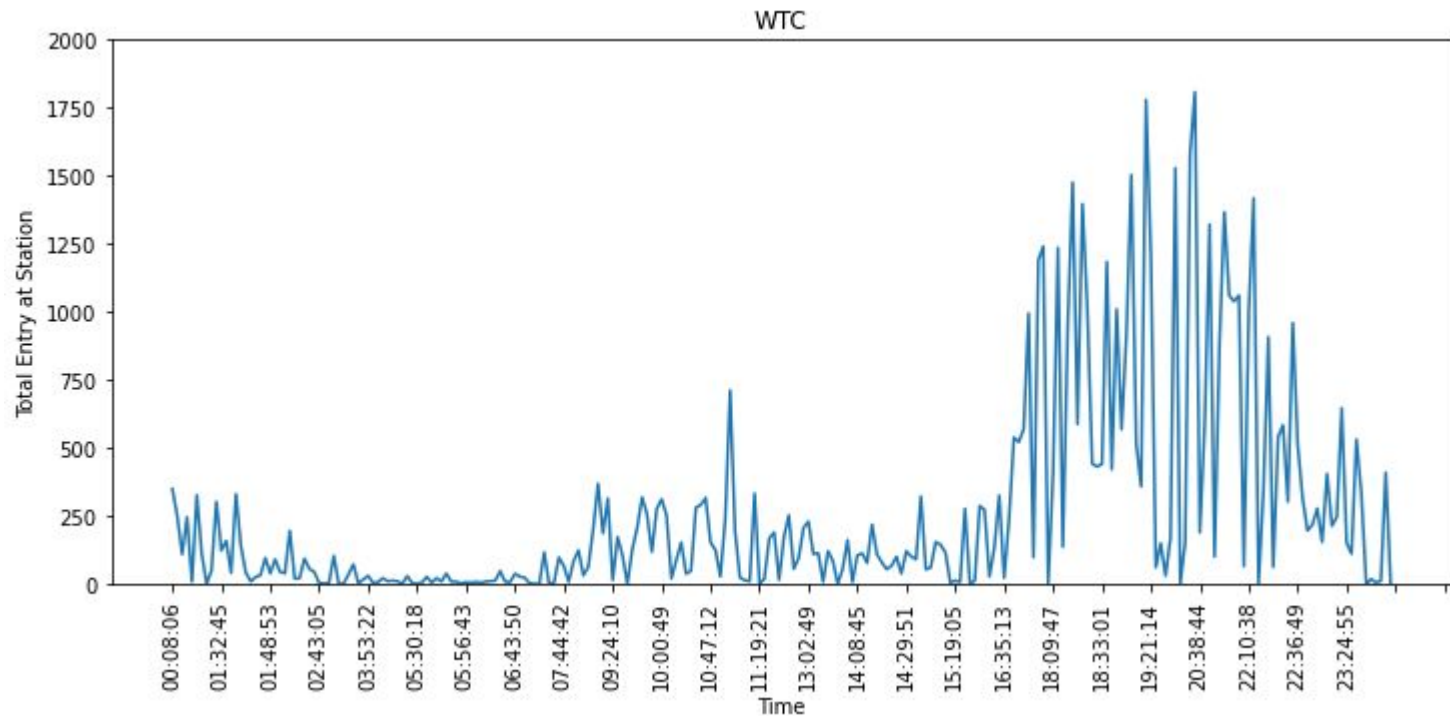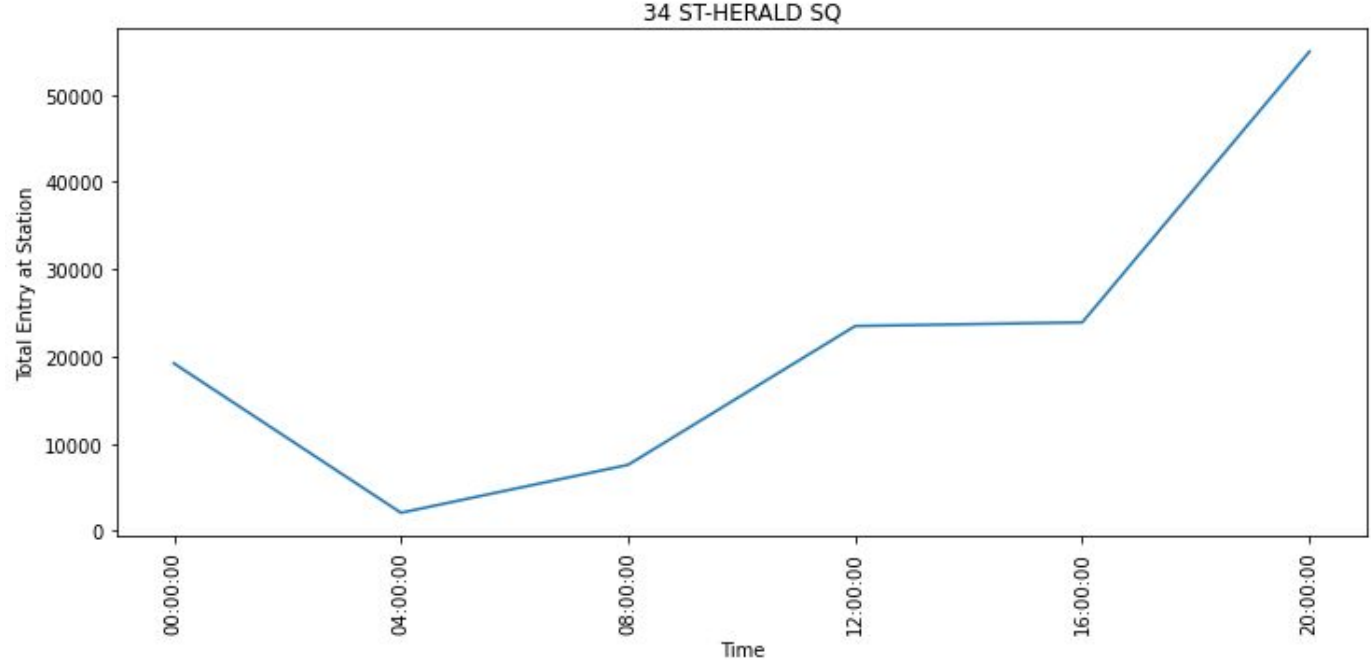- **Map our conclusions against volunteers' availability**

Thank you.

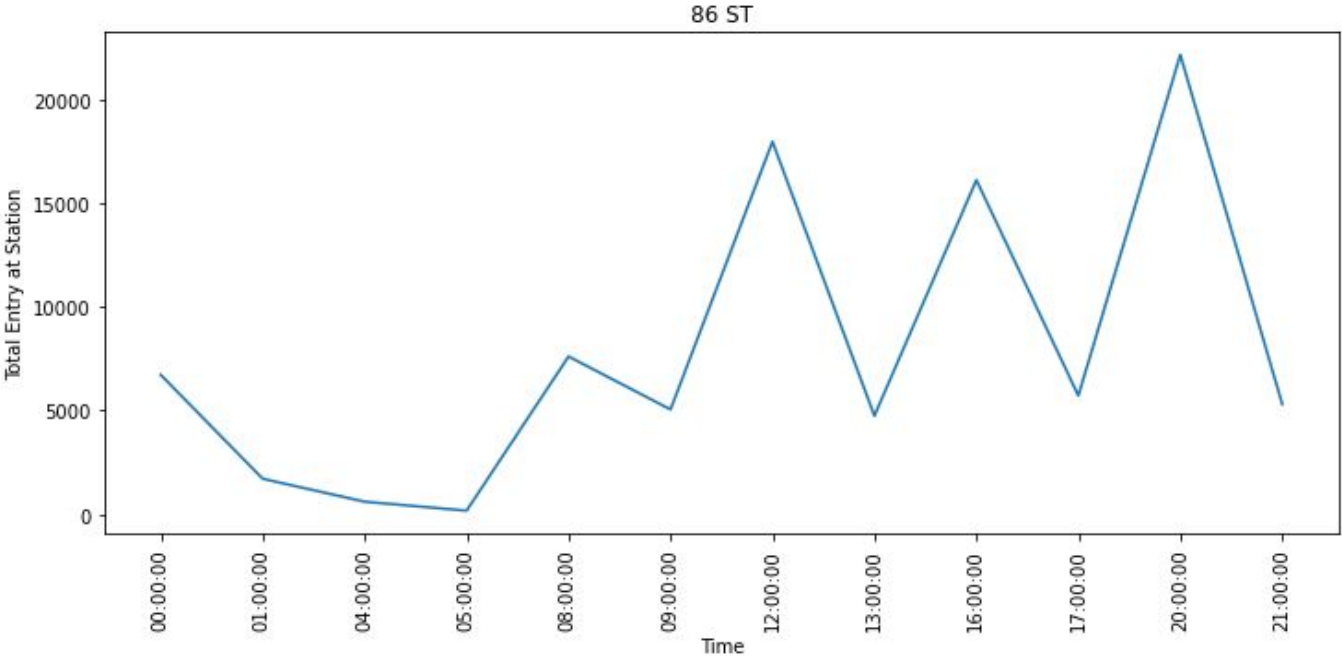# Appendix

- Teams target after 4pm
- Wed. - May 8, 2019

- **Teams target after 4pm**
- Wed. - May 8, 2019

34 ST-HERALD SQ

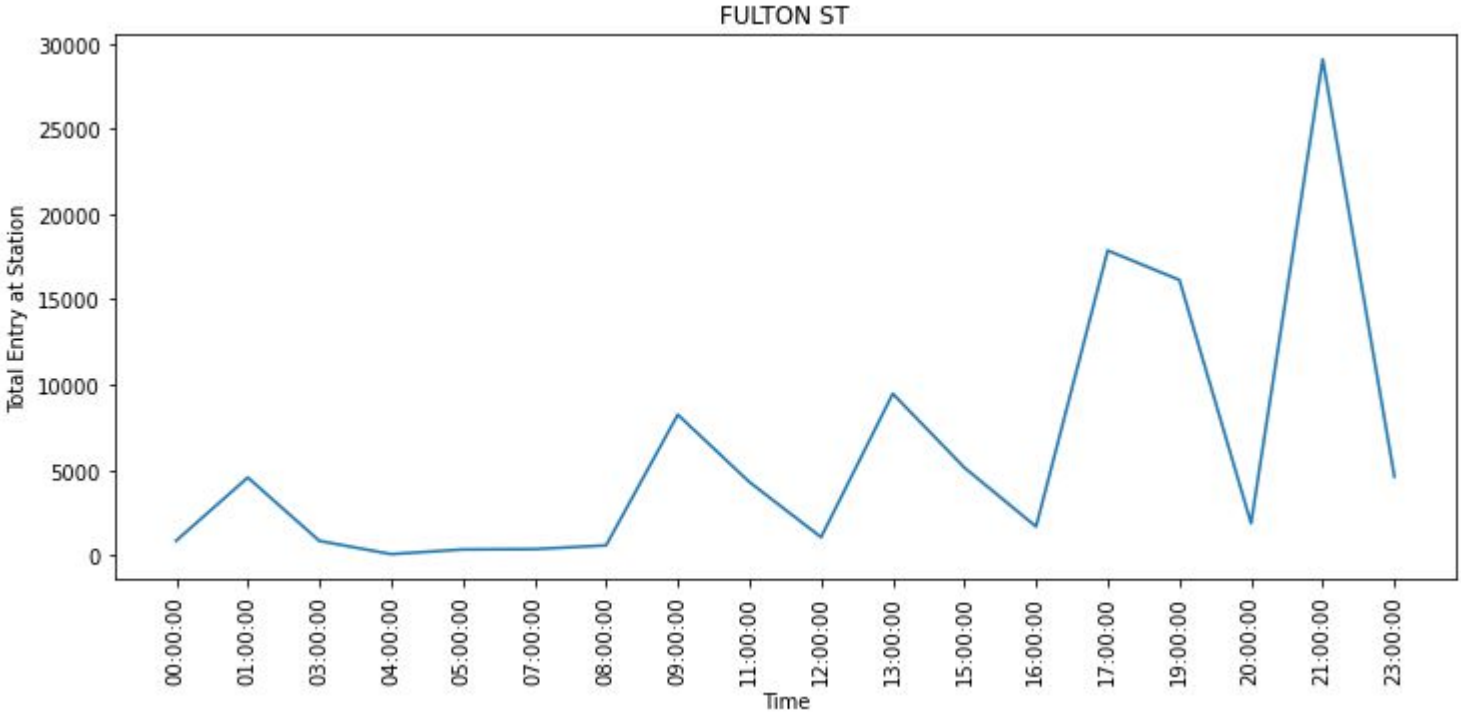- Team targets 9am-12pm, 1pm-4pm, 6pm-9pm
- Wed. - May 8, 2019

86 ST

- Team targets 7am-9am, 10am-2pm
- Wed. - May 8, 2019

42 ST-PORT AUTH
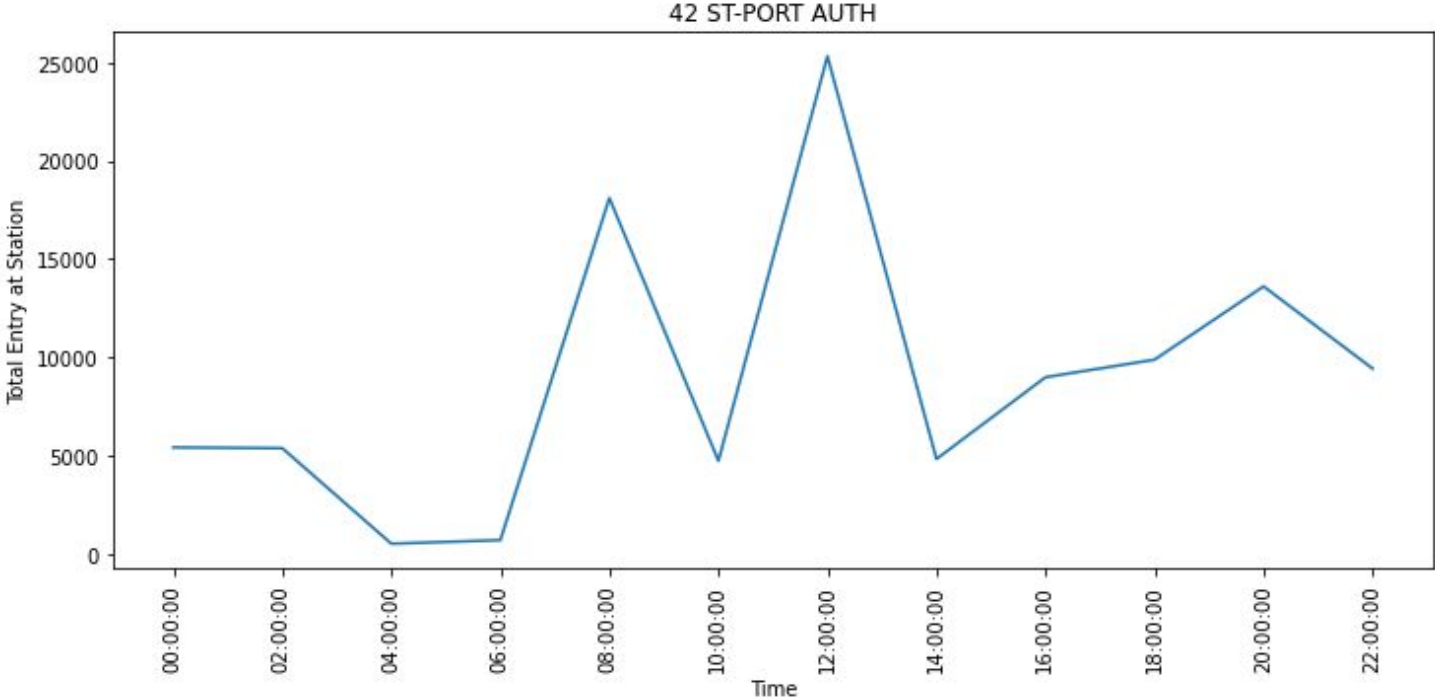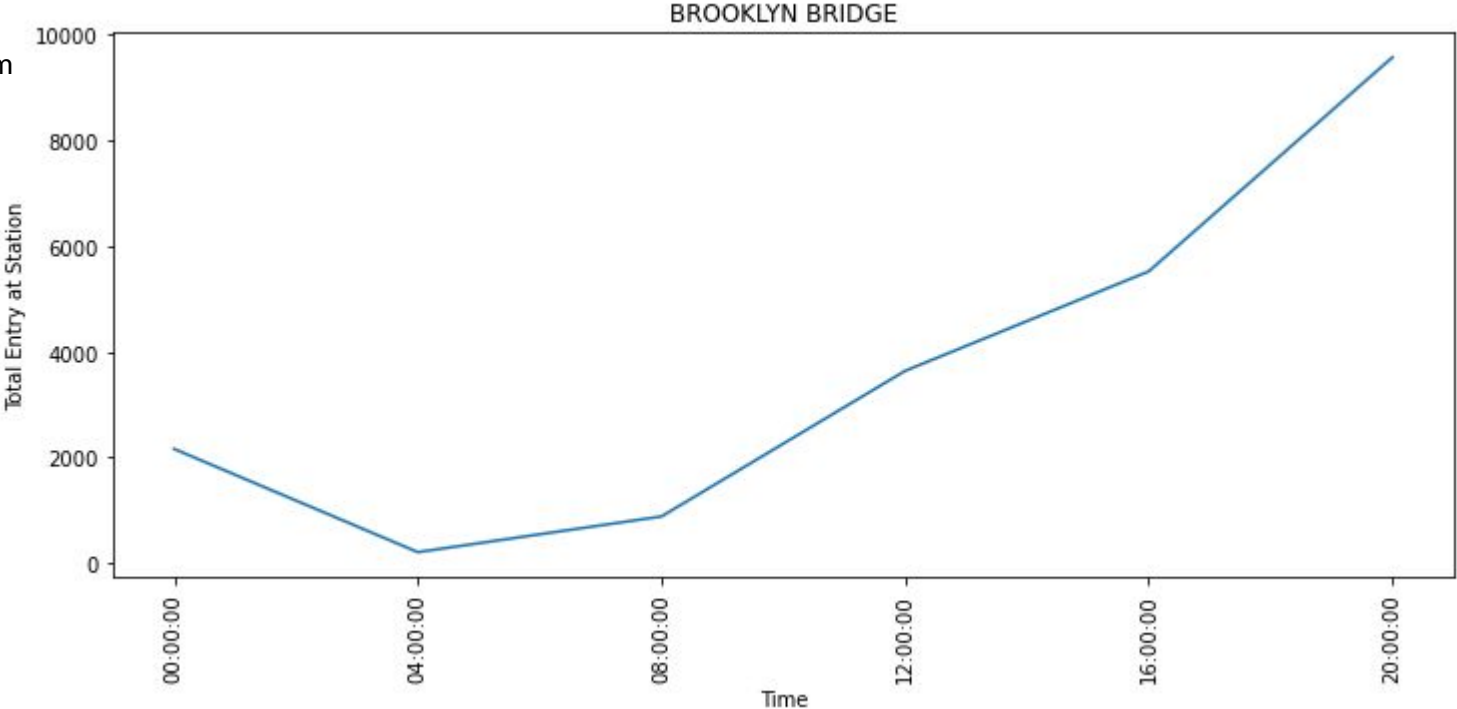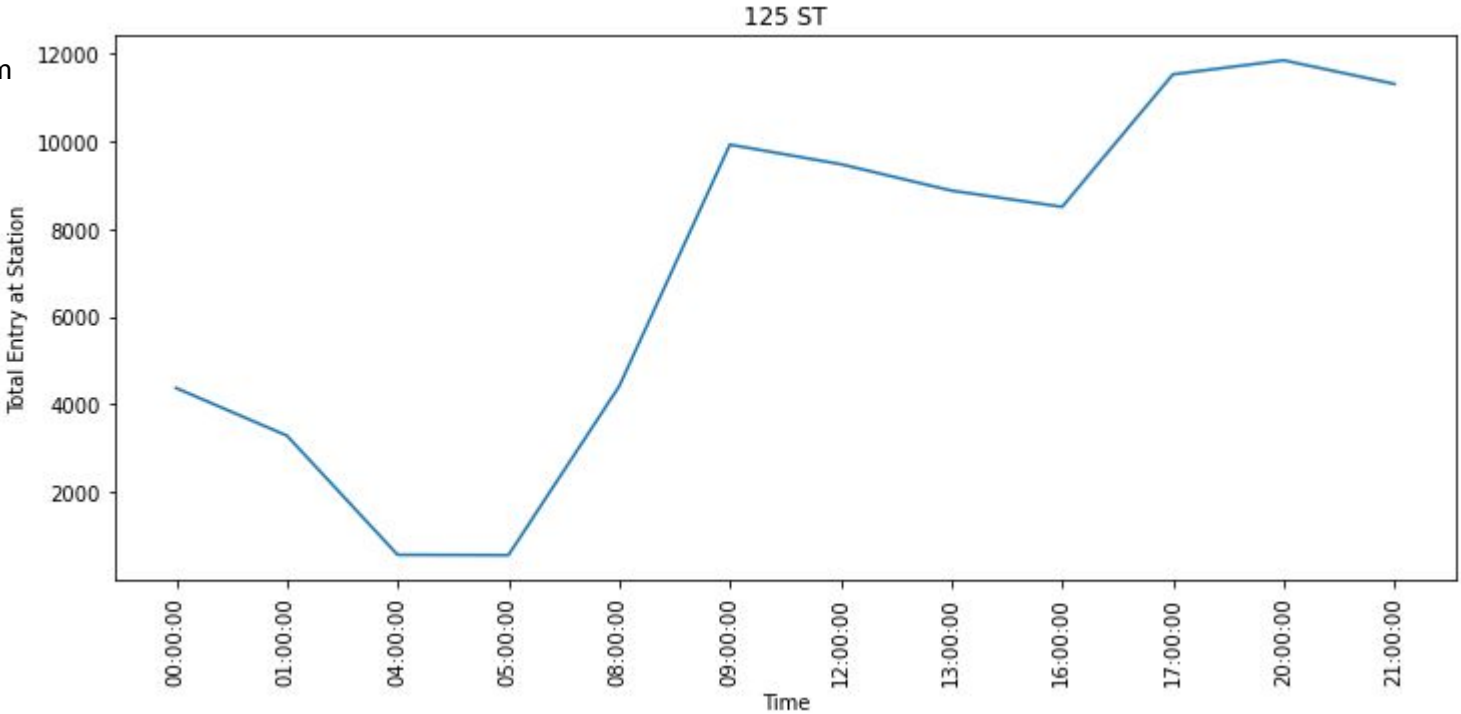
- Team targets 4-8pm
- Wed. - May 8, 2019

FULTON ST

- Team targets after 3pm
- Wed. - May 8, 2019

BROOKLYN BRIDGE

- Team targets after 9am
- Wed. - May 8, 2019

125 ST

- Teams target after 4pm
- Wed. - May 8, 2019

CANAL ST

Total Entry at Station vs. Time chart showing values at:
00:00:00 ~3200, 01:00:00 ~5200, 04:00:00 ~400, 05:00:00 ~400, 08:00:00 ~600, 09:00:00 ~2900, 12:00:00 ~2300, 13:00:00 ~8000, 16:00:00 ~4800, 17:00:00 ~16500, 20:00:00 ~11700, 21:00:00 ~24000

- Team targets after 12pm
- Wed. - May 8, 2019
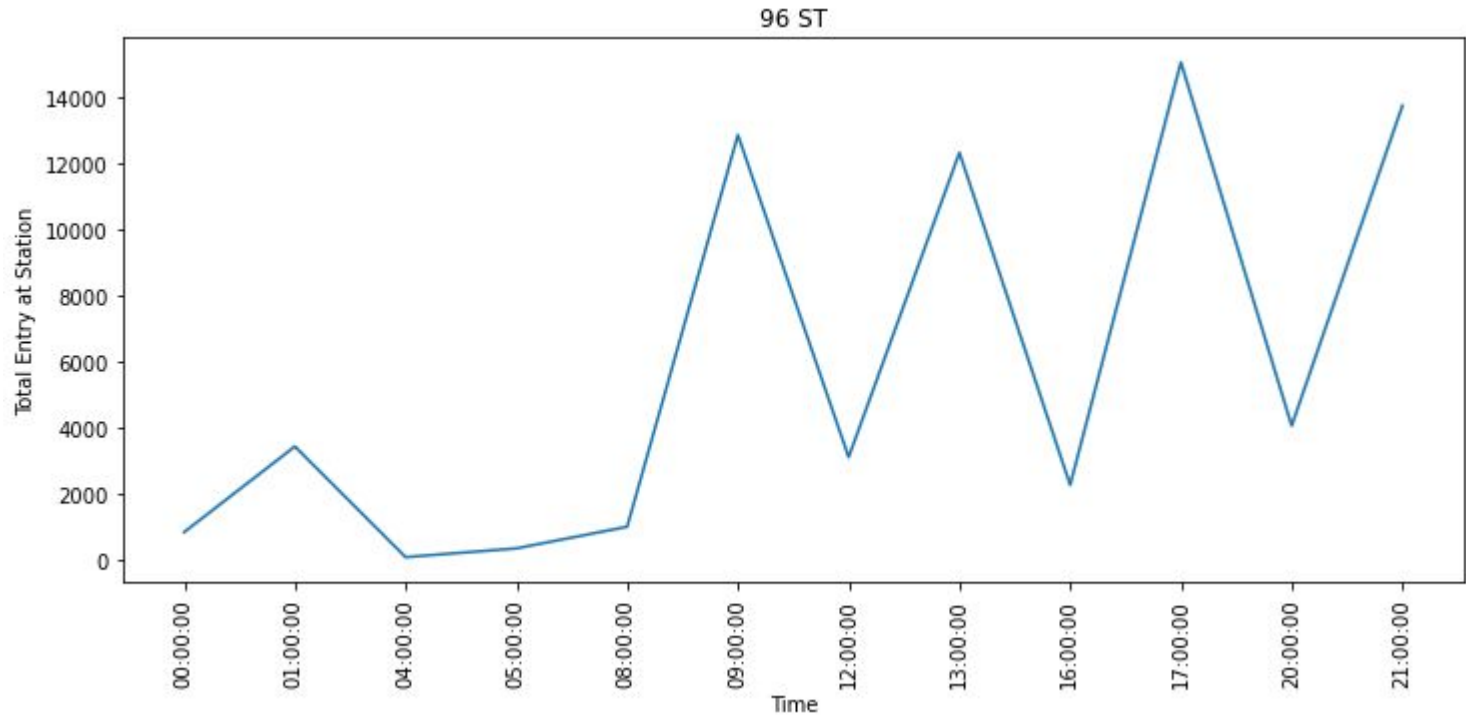

59 ST COLUMBUS
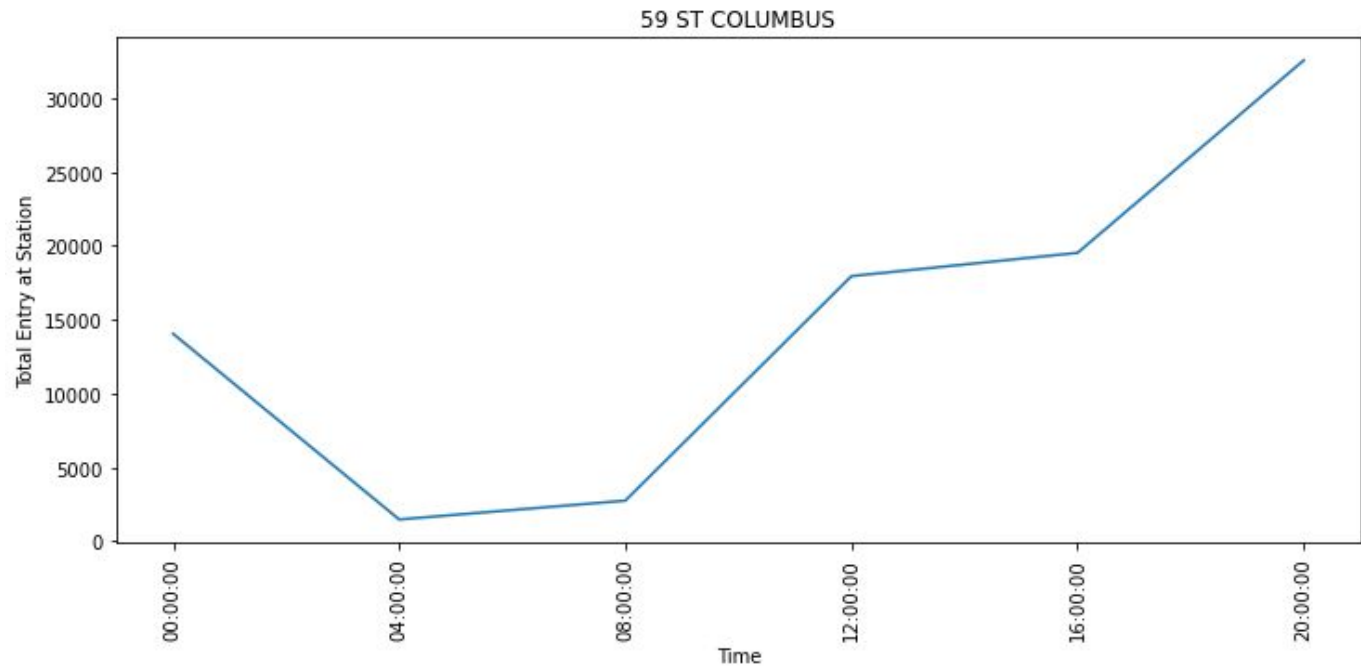
- Team targets after 4pm
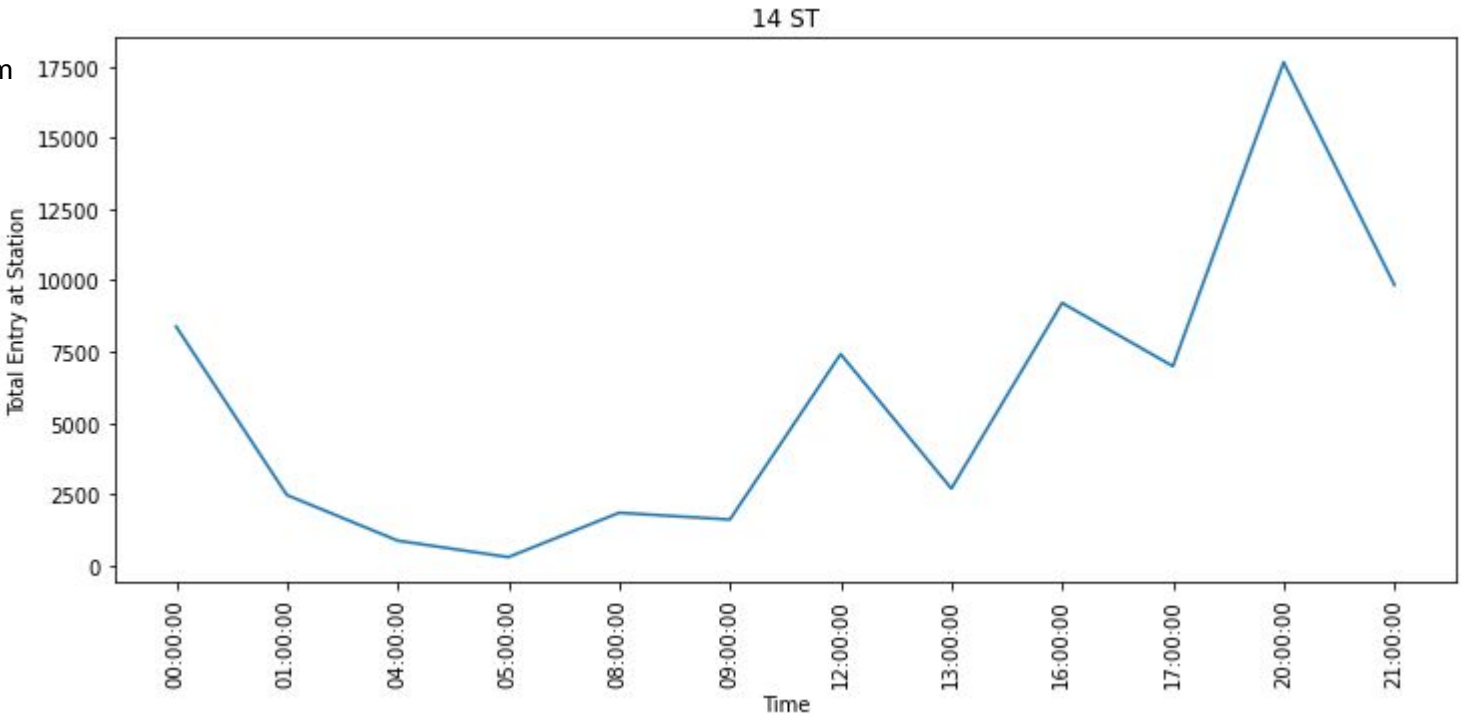- Wed. - May 8, 2019

14TH STREET
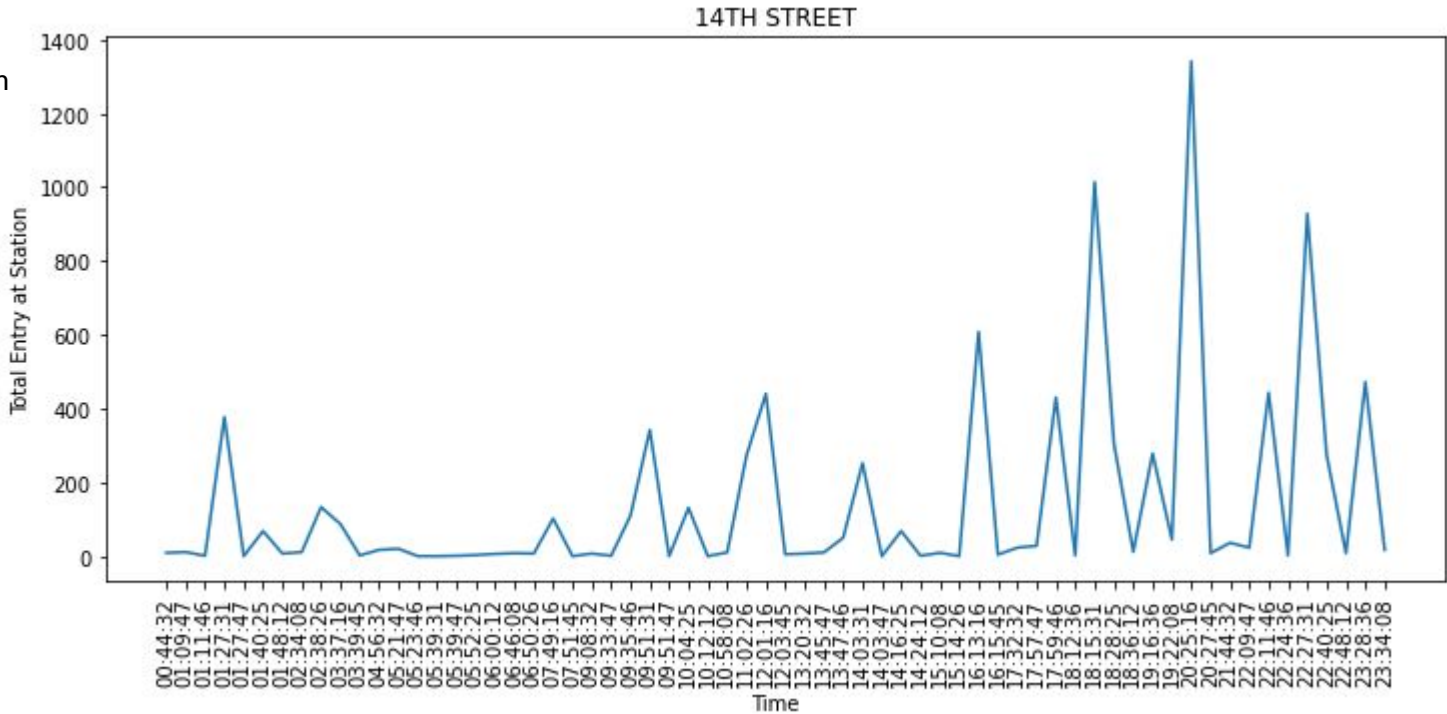
- Teams target 8am-11am,1pm-3pm, 4pm-9pm
- Wed. - May 8, 2019

96 ST

- **Teams target after 4pm**
- Wed. - May 8, 2019

14 ST

- Teams target after 12pm
- Wed. - May 8, 2019

59 ST