

The background image shows a subway train at a station platform. The train is dark-colored with a red 'Q' logo on the front. A circular MTA logo with the text 'New York City Subway' is visible on the side of the train. The platform has a yellow tactile paving strip along the edge. The number '86' is visible on the wall to the left of the train. The overall scene is dimly lit, suggesting an underground station.

Project Benson

Recommendations for placement of
street teams using MTA data

Karim, Nikhil, Fan, Edward

12 July 2019

Your Goal



Maximum
Event Turnout

Our Method



Identify stations
with **MAX** rider
volume



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Event Turnout

Assumptions

- **More people, more exposure**
- WomenTech Event takes place in Summer 2019 (July-Aug 2019)
- Street teams stationed on July 2019
- Volume (July 2018) = Volume (July 2019)
- People entering and exiting the station equally likely (or unlikely) to engage with

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Approach

```
C/A,UNIT,SCP,STATION,LINENAME,DIVISION,DATE,TIME,DESC,ENTRIES,EXITS  
A002,R051,02-00-00,59 ST,NQR456W,BMT,06/29/2019,00:00:00,REGULAR,0007116734,0002410183  
A002,R051,02-00-00,59 ST,NQR456W,BMT,06/29/2019,08:00:00,REGULAR,0007116770,0002410218  
A002,R051,02-00-00,59 ST,NQR456W,BMT,06/29/2019,12:00:00,REGULAR,0007116856,0002410288
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- Calculated turnstile traffic per day
- 4 hrs data loss per day!
- 4 hr intervals are uneven in the data

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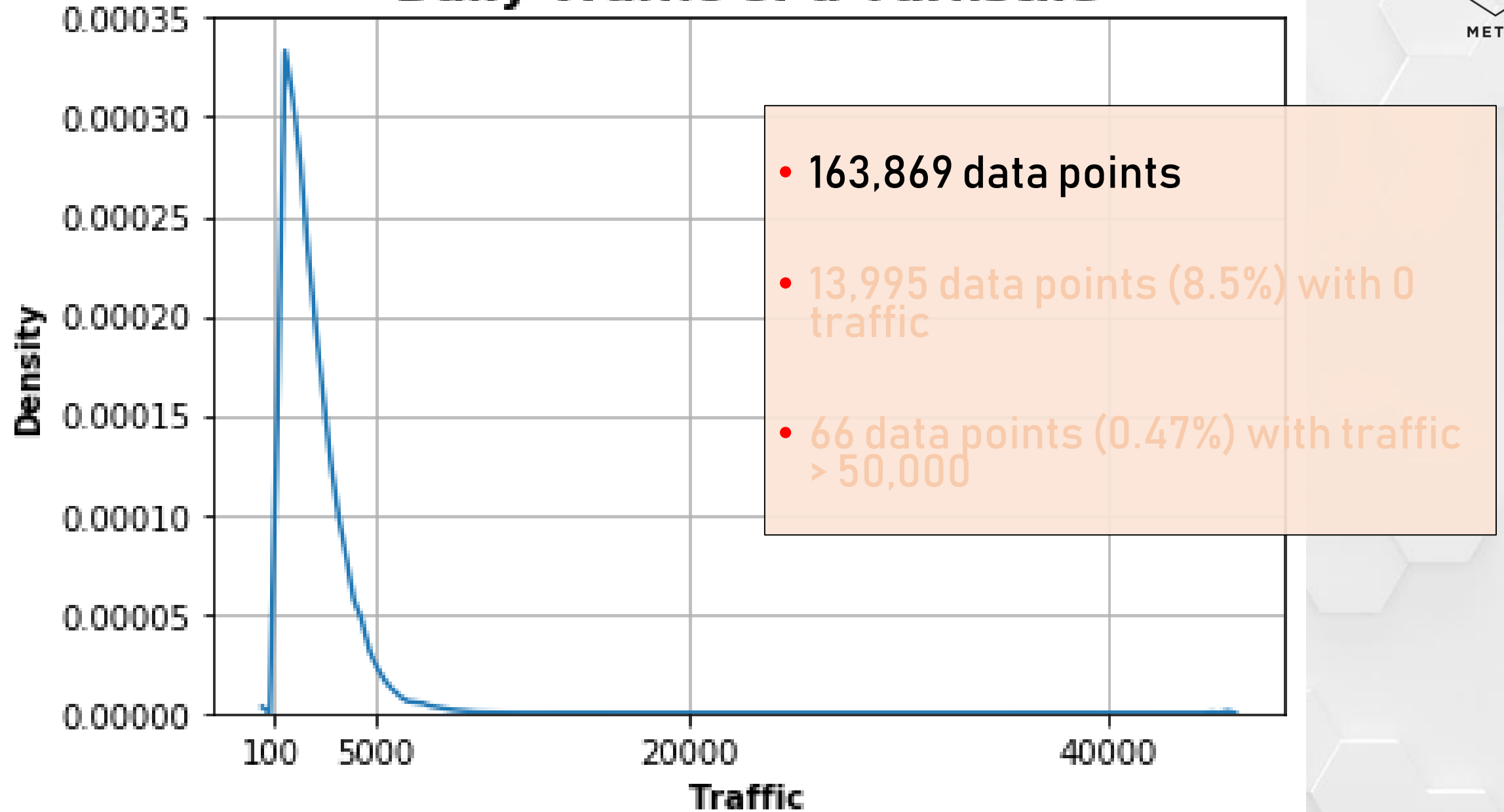
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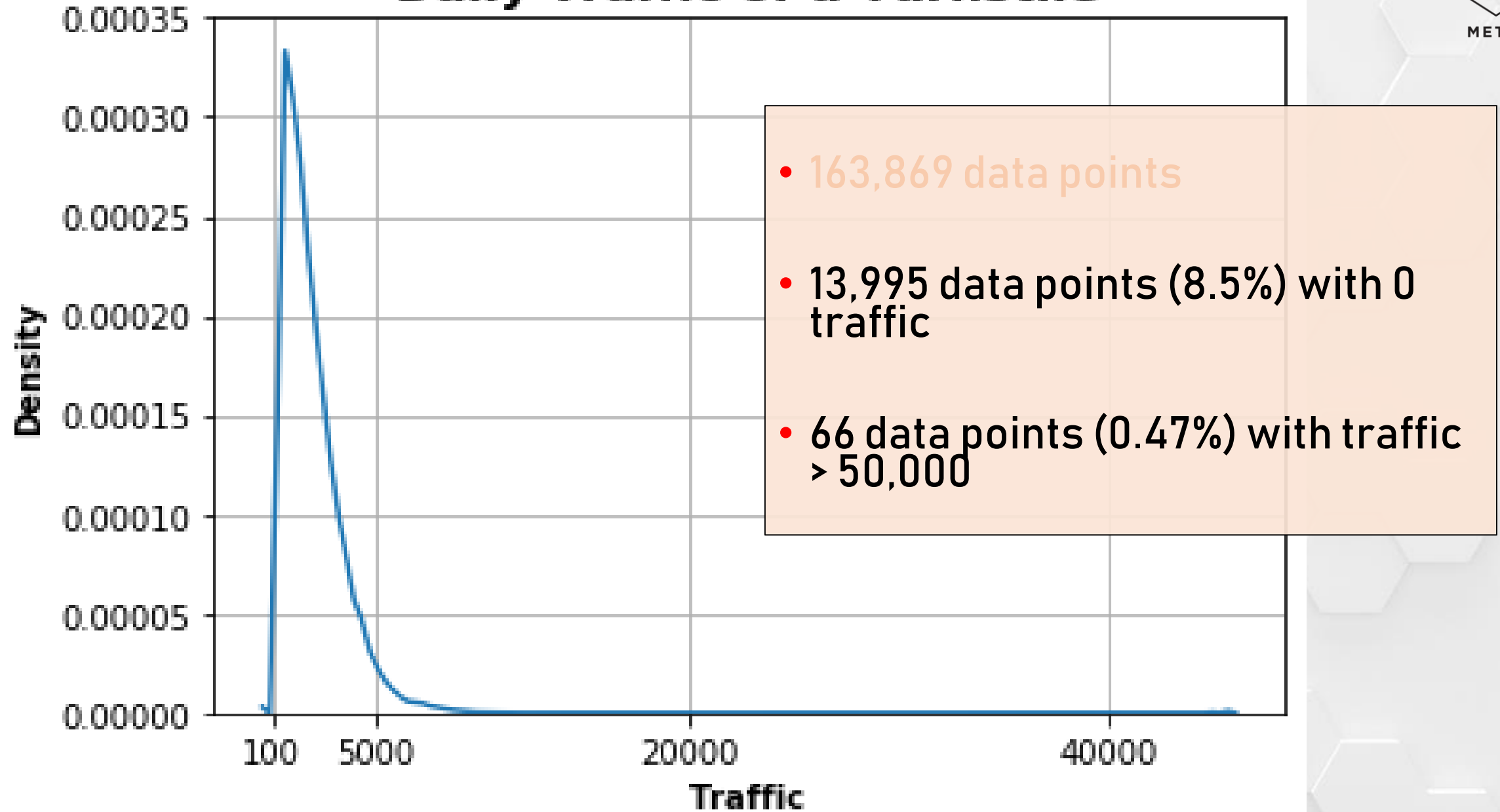
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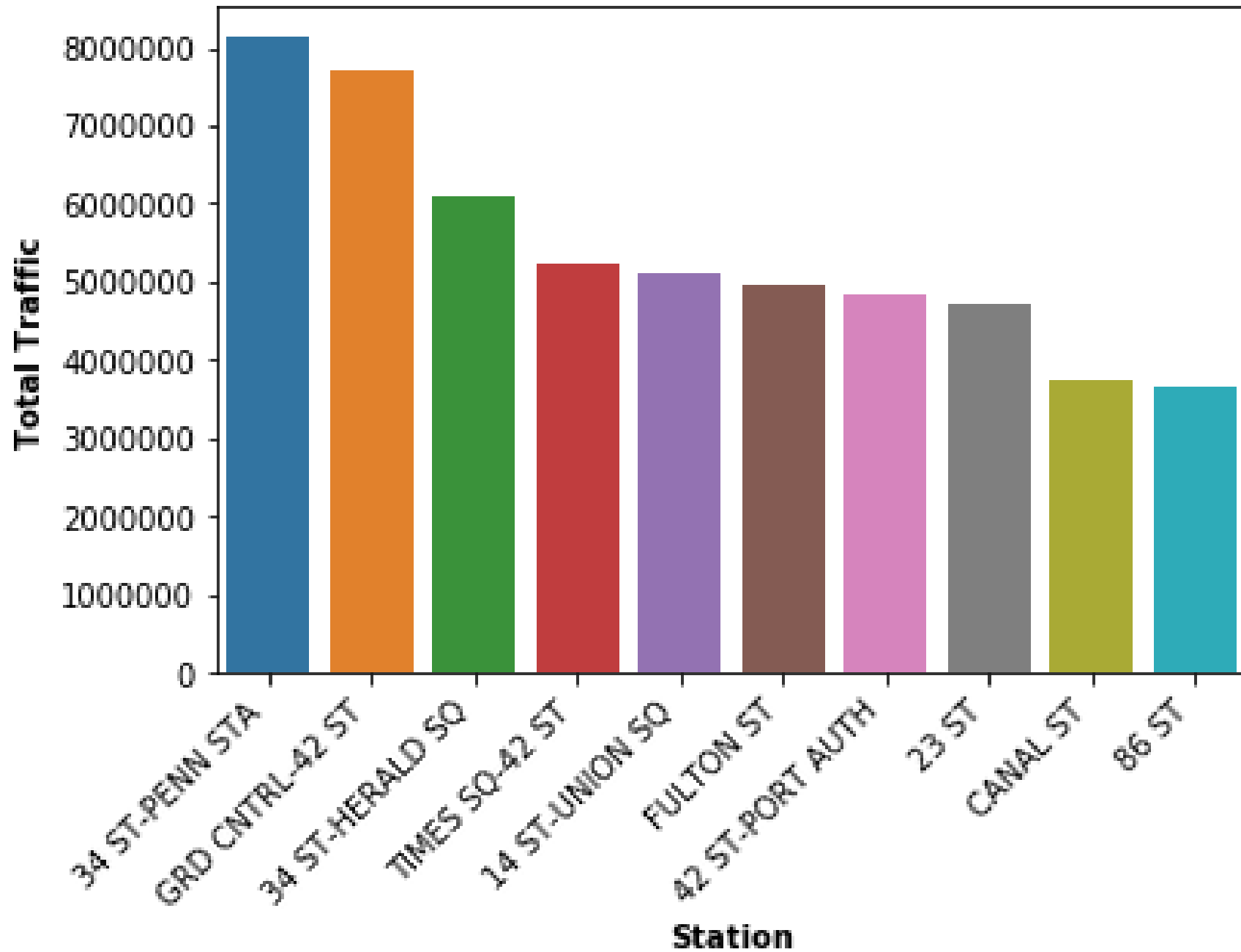
Daily Traffic of a Turnstile

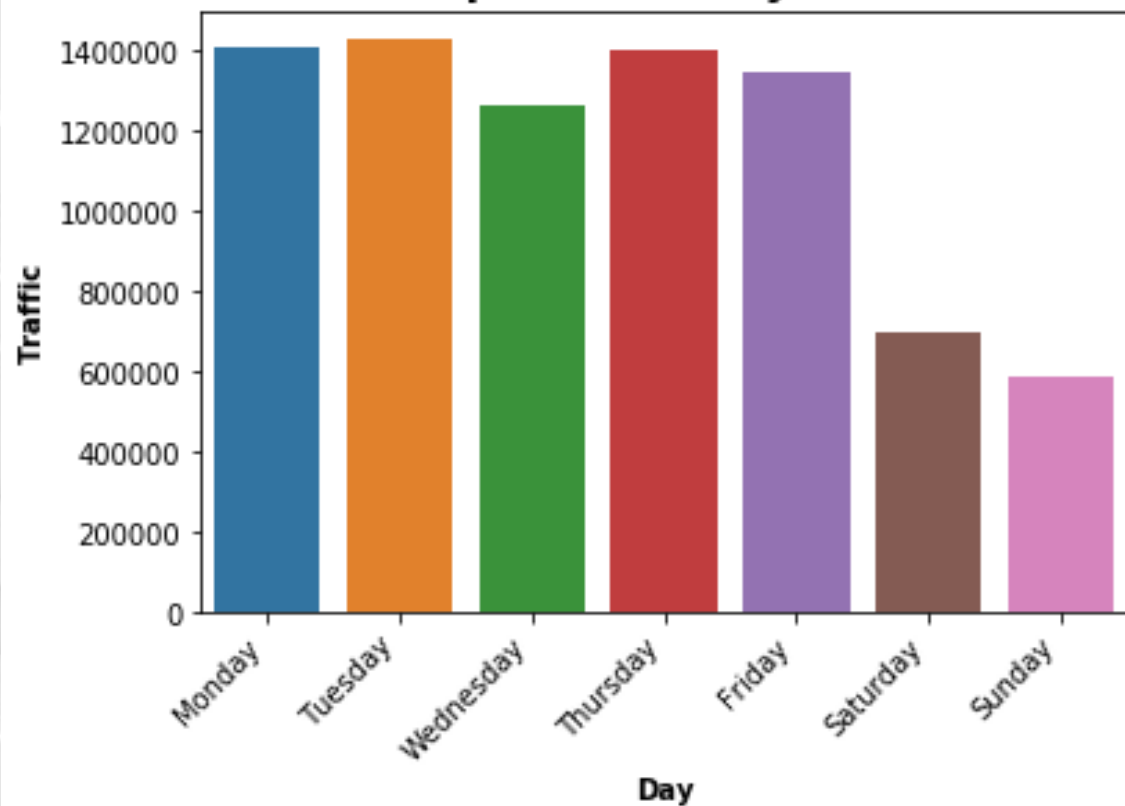
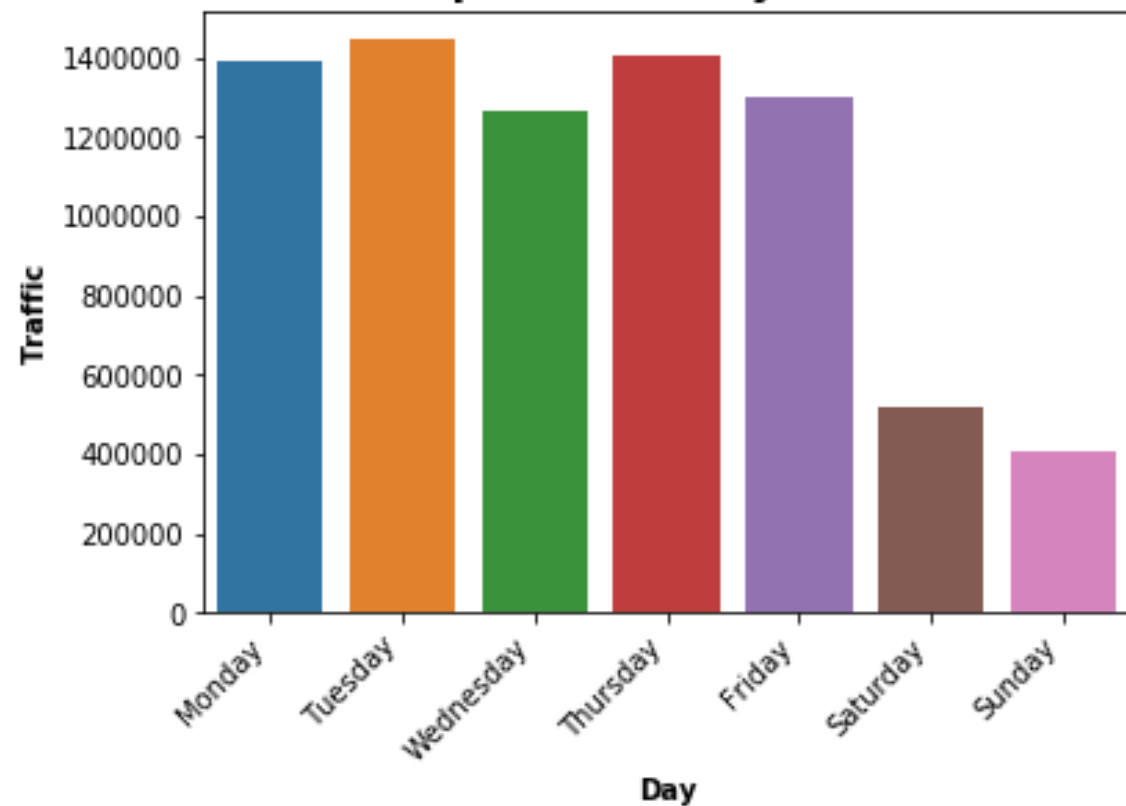


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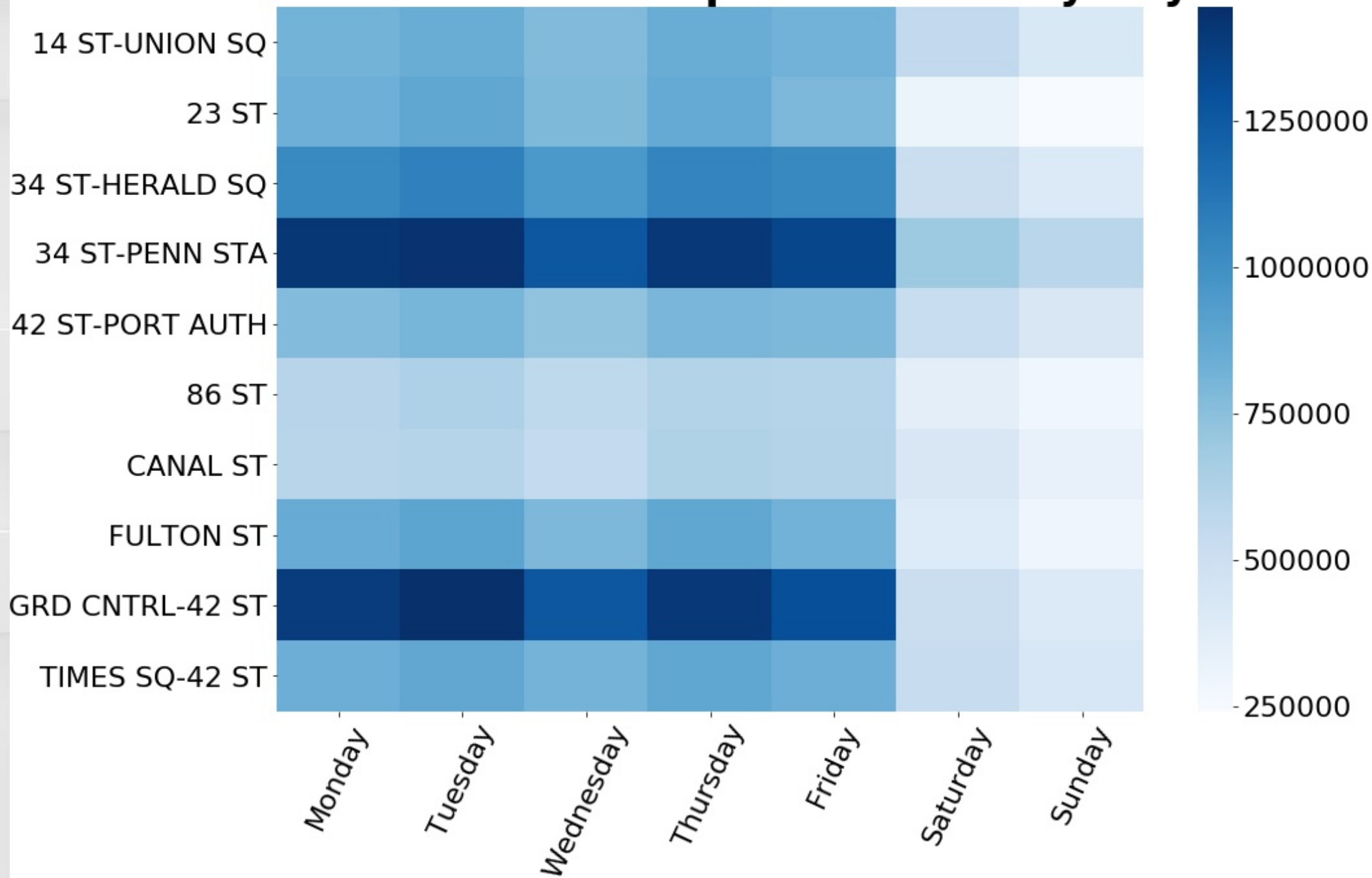


Top 10 Stations Traffic Volume (June 30 - August 3rd)

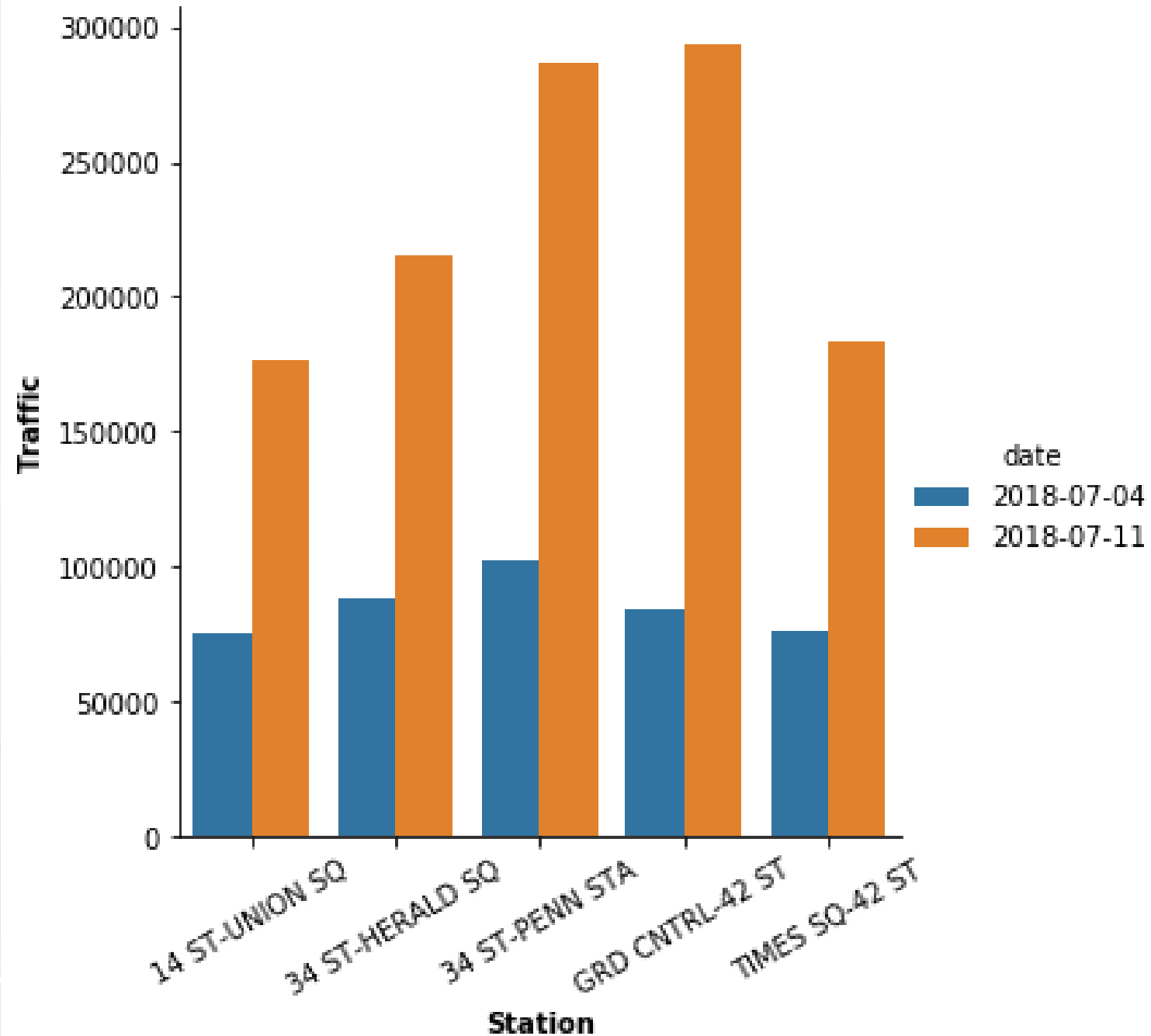


Traffic Volume per Week Day - 34 ST-PENN STA**Traffic Volume per Week Day - GRD CNTRL-42 ST**

Traffic Volume of Top 10 Stations by Day



Traffic Volume Comparison July 4 and July 11



Recommendations

Place street teams at the following stations on these days:

- 34 ST-PENN station on Monday, Tuesdays and Thursdays
- GRD CNTRL-42 STREET station on Mondays, Tuesdays and Thursdays

*Avoid weekends, public holidays

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Future Work

- **Analyse by time of day**
- Target stations near tech hubs & similar events
- Eliminate tourist traffic
- Prioritize high-income neighbourhoods

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Questions?

Traffic Volume per Week (Top 5 Stations)

