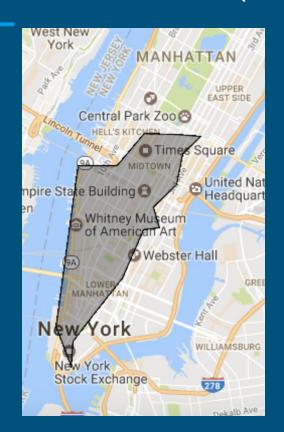
## MTA Project Summary

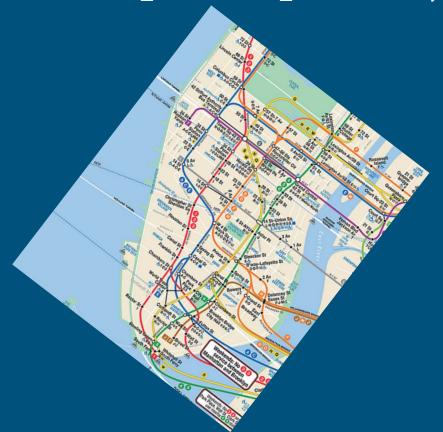
Megan, Nastassia, Kate, and Brian

#### Overall Strategy

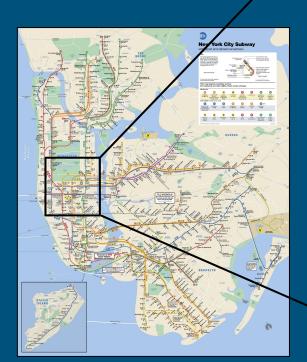
- Morning: EXITS
- Evening: ENTRIES
- Stops with most people AND near tech firms

## Tech Zone (96/100 Top companies)





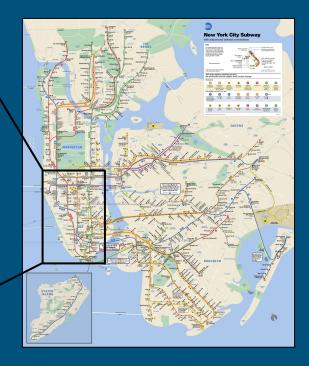
# Monday and Tuesday



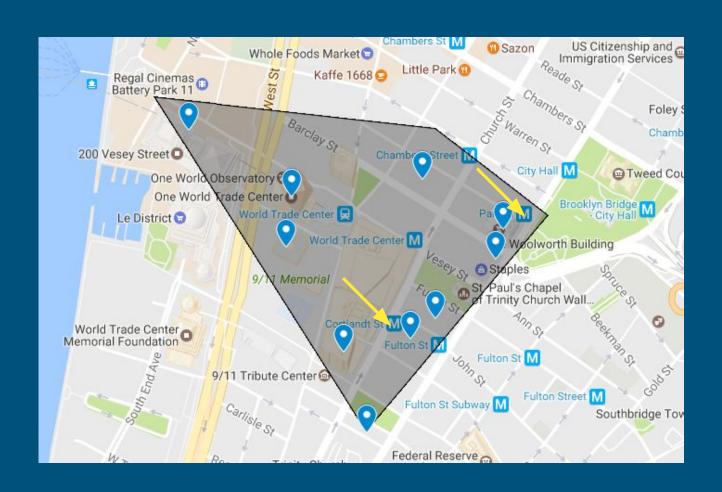


#### Columbus Circle 5 Av/ 59 St ■ A-B-C-D-1 Court Sq-2 Lexington Av/53 St E·M 5 Av/53 St 47-50 Sts Rockefeller Ctr 42 St/Port Authority Bus Terminal A-C-EC Times Sq-42 St N·Q·R·S·W·1·2·3·7 Jackson Av 34 St Hudson 7 Penn Yards Station 34 St C Penn Station \*7 A-C-E-LIRR 1-2-3-LIRR 928 St N-Q-R-W 23 St 1.2.3 8 St-NYU Houston St Prince St Spring St C-E Canal St HOLLAND TUNNEL Broadway Franklin St Chambers Chambers St Brooklyn Bridge BROOKLYN City Hall 4-5-65 AG Weekends: No @ 6 service between Manhattan and Brook Rector St Weekends: Park Place, Wa

# Wednesday and Thursday

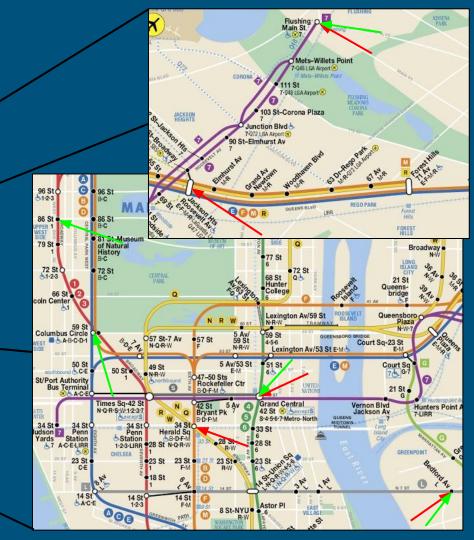


#### Friday



### Saturday





#### RIKERS LaGuardia Link 070 SBS M60 SBS 047 048 072 FLUSHING Flushing A 7-Q48 LGA Airport 🛠 96 St 96 St Astoria Blvd M60 SBS N-W 96 Sto LGA Airport (8) ●86 St UPPER EAST SIDE METROPOLITA 81 St-Museum 79 St of Natural History Broadway 72 St C CENTRAL PARK 68 St Hunter 66 St 2 coln Center Columbus Circle Court Sq-23 St O57 St-7 Av N-Q-R-W Lexington Av/53 St E-M 5 Av/53 St · N·R·W 047-50 Sts Rockefeller C St/Port Authority **Bus Terminal** 21 St A-C-EO Times Sq-42 St N-Q-R-S-W-1-2-3-7 LexceptS **Grand Central** Vernon Blvd Jackson Av Hunters Point A W 34 Sto Herald Sq B-D-F-M 34 St 34 St 1 ludson 7 Penn Yards Station 34 St C 1-2-3-LIRR 28 St N-Q-R-W GREENPOINT 23 St 14 St 8 St-NYU

### Sunday



#### Why you should choose us

- Future innovators
- Data for ALL times, not just beginning of hour
- Most stations in tech bubble
- Targeted 20 stations