

WomenTech WomenYes



Street Team Strategy

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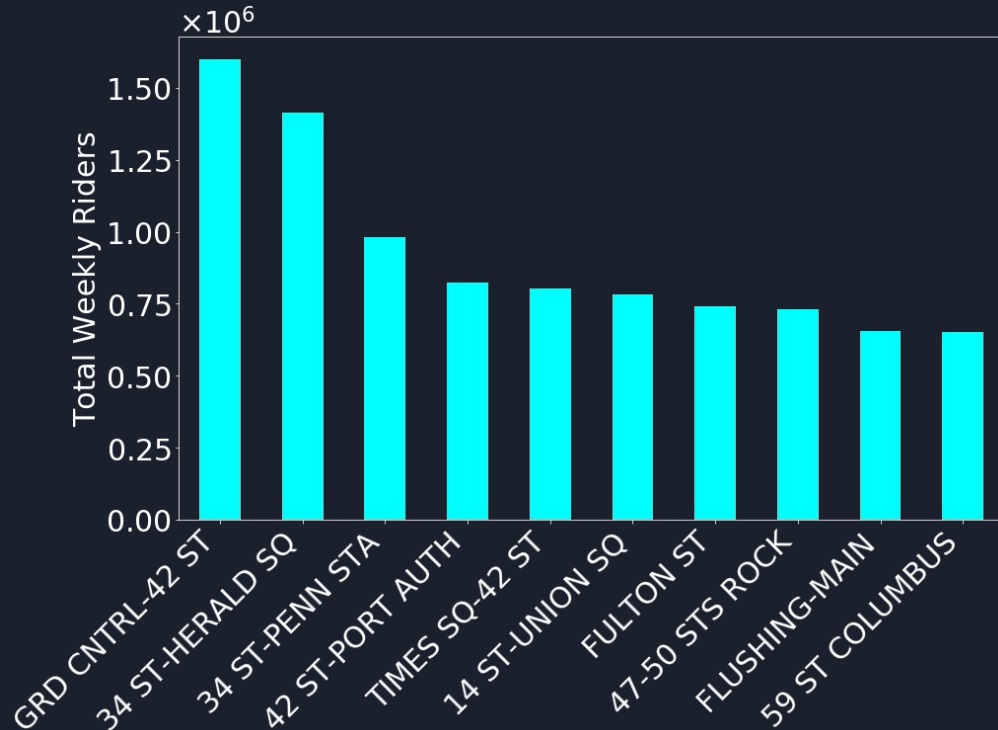
MTA data >> Reaching a wider audience

Goals:

- Maximize outreach for people interested in women in tech
- Increase awareness about WTWY
- Garner interest in the Summer Gala
- Gain Pledges for program support



Most popular MTA stations >> Big opportunities for change



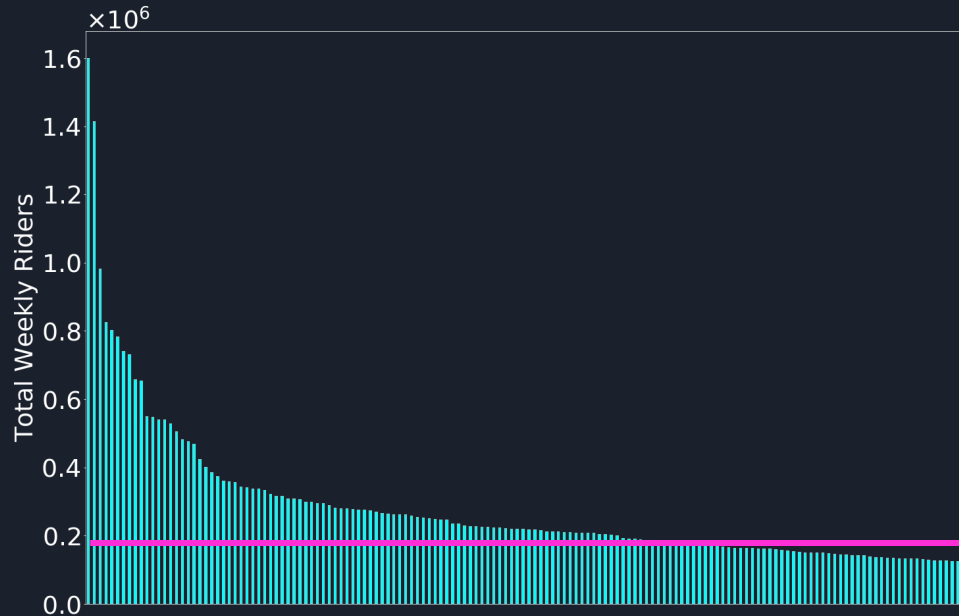
Data set Benefits:

- Historical data broken down by station and turnstile
- Updates in ridership can be responded to with 1 week lead time

Data Set Limitations:

- Most data on 4 hour intervals
- No demographic data

Heavy ridership across most MTA stations



Top 150 Stations --->



- The top 200+ stations all have over 100k riders a week
- Specific geographic targets in the city is a valid strategy

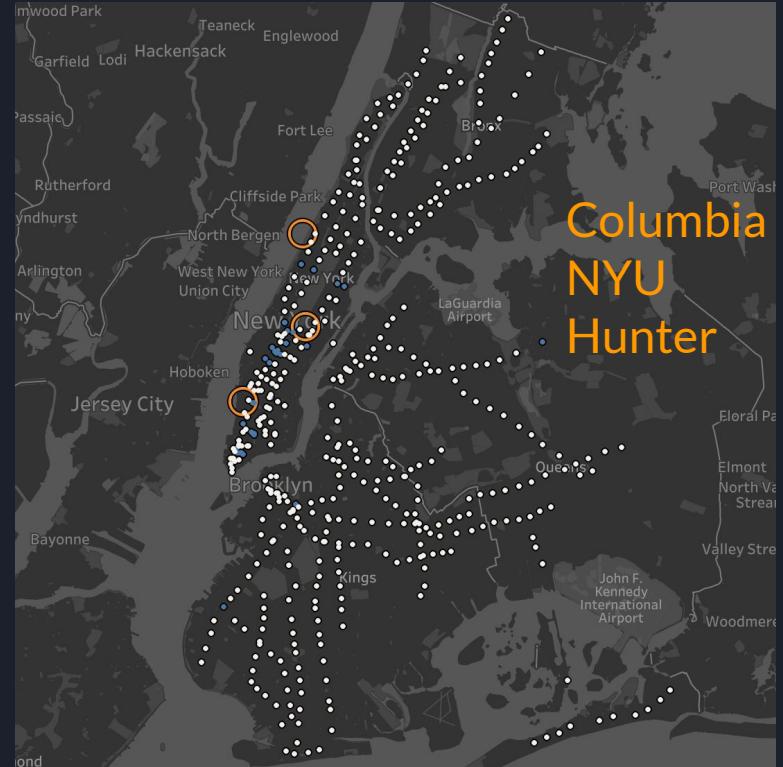
Targeted areas for fundraising efforts

Tech Companies:

- Google (14th Street Station)
- Microsoft (5th Ave 53rd St station)
- SAP (Penn Station)
- DocuSign (23rd St Station)

Diverse neighborhoods:

- Brooklyn/Queens have largest borough populations
- Bachelors degrees (US Census) :
 - 35% in Brooklyn vs. 36% in Manhattan



Further options for analysis given a contract

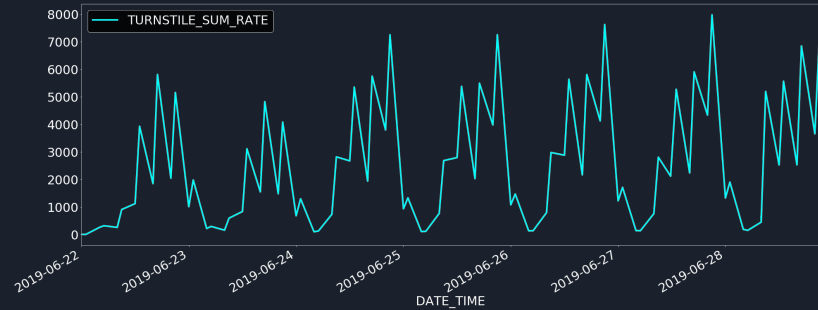
Weekdays > Weekends

Evenings > Nights/mornings

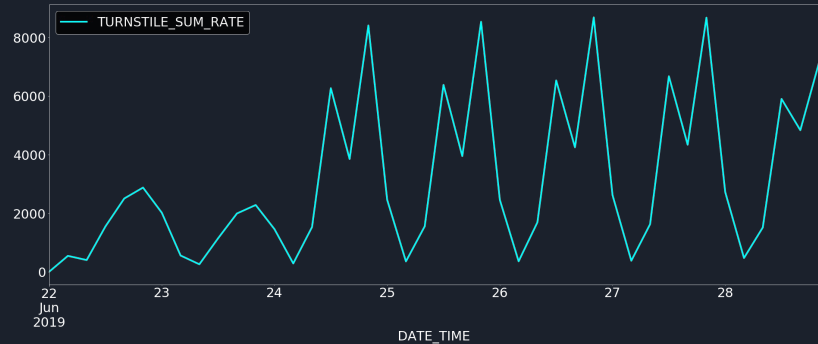
Station by station maximums
available on daily level

Not every station has the
same optimum time

42nd St - Bryant Park



Canal St.



Leveraging Demographics for Better Outcomes

Quantitative Demographic Targeting:

- Integrate with the MTA API
- Integrate US Census
 - Target women lead households
- Dashboard with self updates
- Scalable for size of street teams
- Target neighborhoods by prior giving





Thank You