METIS DATA SCIENCE

MTA Turnstile Analysis

Preliminary Findings

Prepared for: WomenTechWomenYes International

September 25, 2015

Metis has been engaged to help WTWY optimize the placement of their street teams

Background

- WomenTechWomenYes (WTWY) has an annual gala at the beginning of the summer each year
- WTWY wants to fill their event space with individuals passionate about increasing the participation of women in technology, and to concurrently build awareness and reach
- WTWY places street teams at entrances to subway stations
- The street teams collect email addresses and those who sign up are sent free tickets to the gala
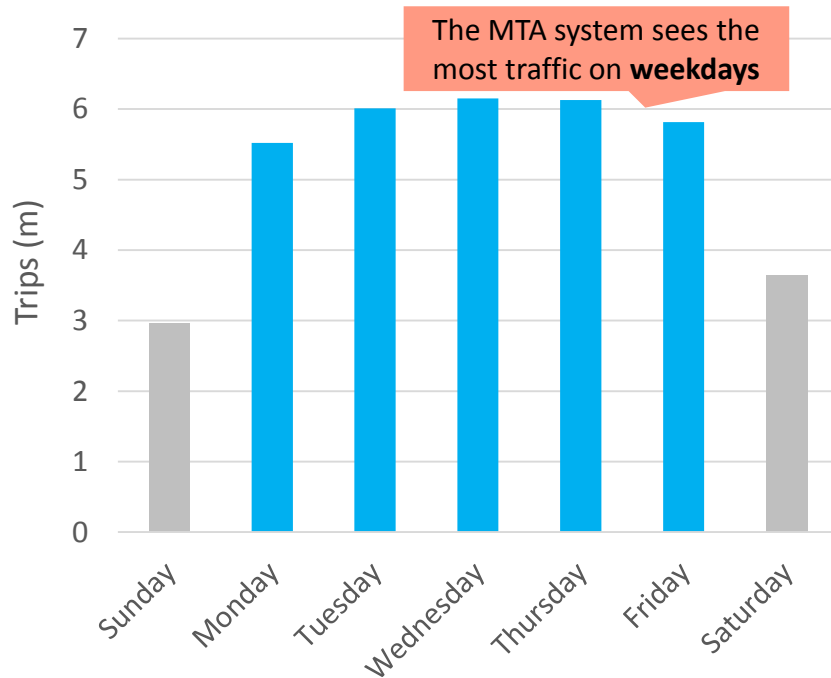- WTWF's street team work is a significant portion of their fundraising efforts

Objective

- Use MTA subway data to **optimize the placement of WTWY street teams** to gather the most signatures, ideally from those who will:
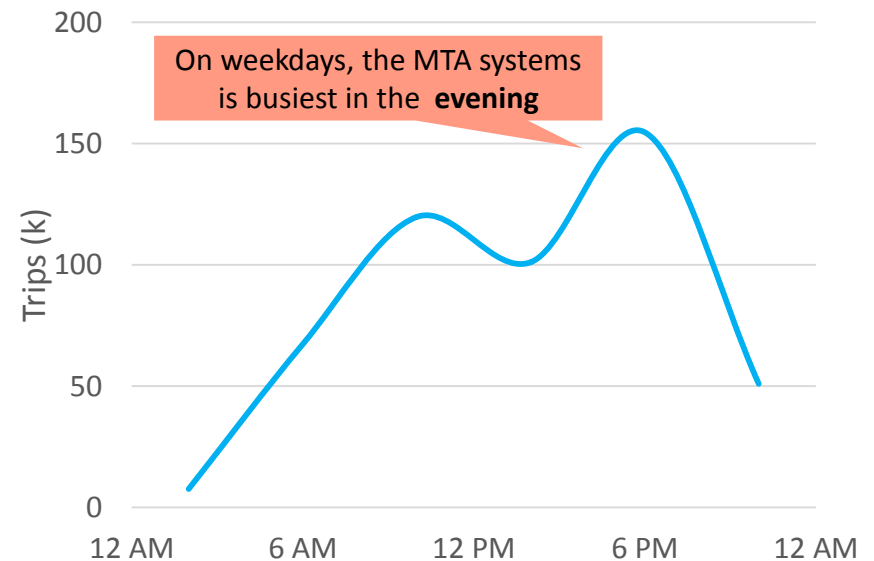 1. Attend the gala
  2. Contribute to WTWY

To maximize WTWY exposure, we recommend deploying street teams weekday evenings
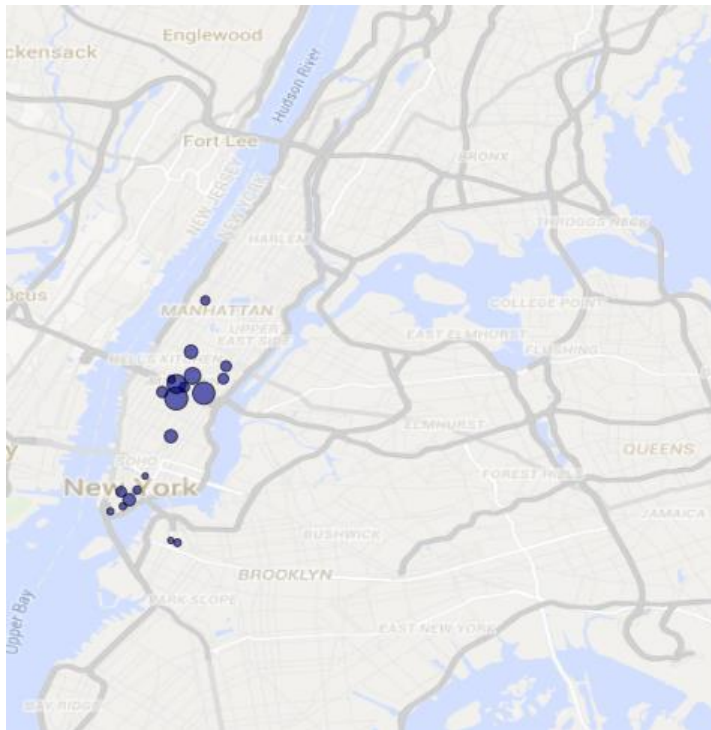
Average System Wide MTA Trips by Day

The MTA system sees the most traffic on **weekdays**

System Wide MTA Trips by Time on the Average Weekday*

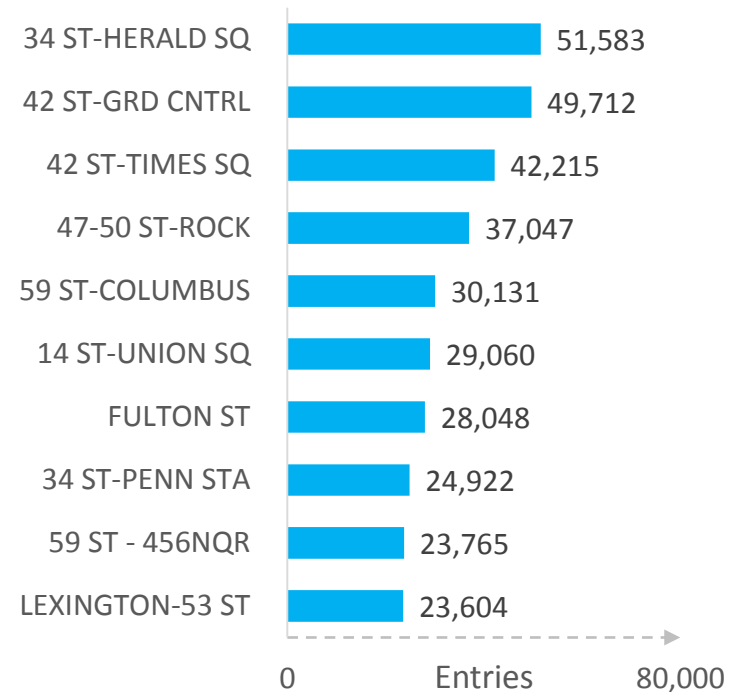On weekdays, the MTA systems is busiest in the **evening**

Based on pure volume, 34th and Herald Square is the top station during the evening rush hour time frame

Location of the Top 20 Stations by Evening Rush Hour Volume

Average Daily Entries During Evening Rush Hour – Top 10

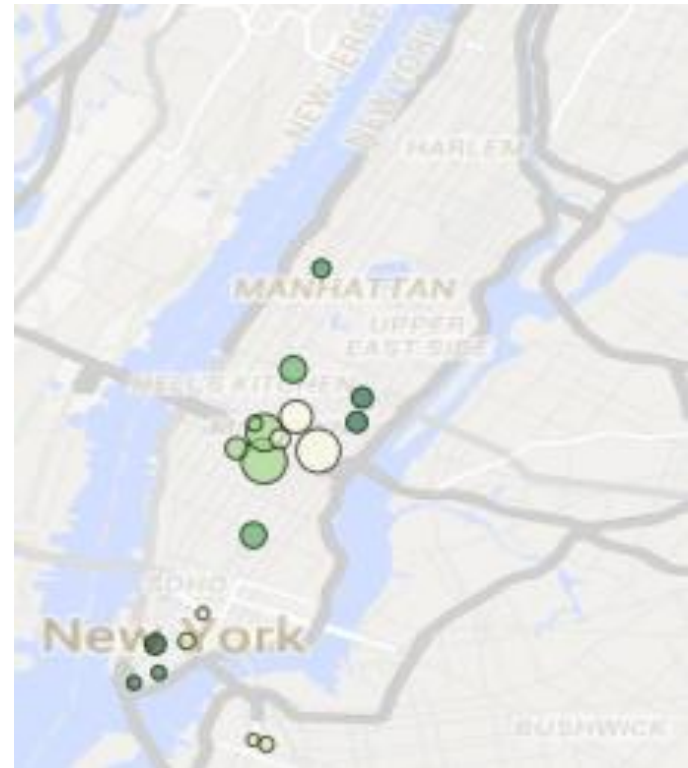| Station	Entries
34 ST-HERALD SQ	51,583
42 ST-GRD CNTRL	49,712
42 ST-TIMES SQ	42,215
47-50 ST-ROCK	37,047
59 ST-COLUMBUS	30,131
14 ST-UNION SQ	29,060
FULTON ST	28,048
34 ST-PENN STA	24,922
59 ST - 456NQR	23,765
LEXINGTON-53 ST	23,604

0   Entries   80,000

Considering nearby startups and area affluence, Midtown and Wall Street are key areas of opportunity

Density of Tech Startups*   **Neighborhood Affluence**

All factors considered, 34th and Herald Square is our top recommendation

#	Station	Volume*	Tech	Affluence	Overall
1.	34 ST-HERALD SQ	H	H	M	H
2.	42 ST-TIMES SQ	H	H	M	H
3.	34 ST-PENN STA	M	H	M	H
4.	42 ST-GRD CNTRL	H	H	L	H
5.	59 ST-COLUMBUS	H	M	M	H
6.	LEXINGTON-53 ST	M	M	H	H
7.	PATH WTC	M	M	H	H
8.	42 ST-BRYANT PK	M	H	L	M
9.	47-50 ST-ROCK	H	M	L	M
10.	14 ST-UNION SQ	M	M	M	M

We're happy to discuss ways to further optimize the placement of your street team reps

Other Data Sources to Consider:

- Location of tech events

- Areas with higher female population

- Nearby women's organizations

- Data from past street team efforts

- Demographics of previous galas

- Political contribution data

- Optimal number of street team reps

- ...

Appendix

Density of tech startups focused on or founded by women