

Gala Outreach Recommendation

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4/13/2018

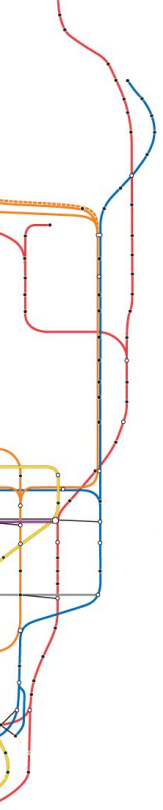
Our Goal



Ensure a successful WTWY gala.

The success of the gala will be determined by the *number of attendees*, and *fundraising total*.

Our Challenge



With so many stations, and limited resources, how to do we deploy teams in an intelligent way, to reach our goals?

Our Strategy

To achieve our fundraising goals we must reach...

Our target:

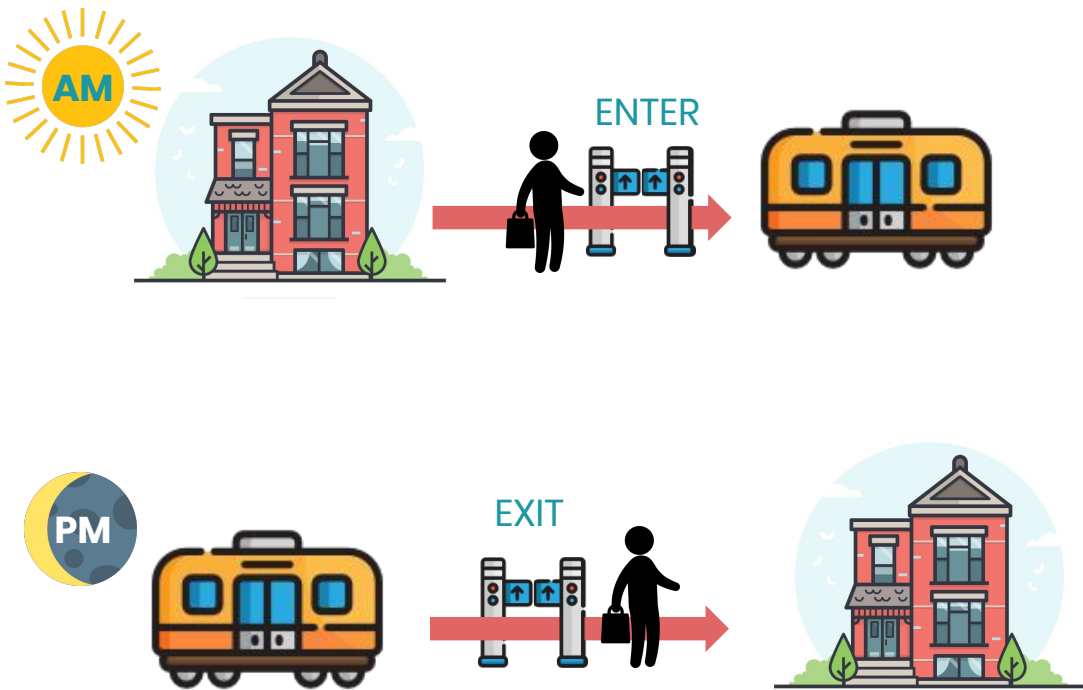
- \$ Those with a high income.
- 💻 Those with an interest in tech.

To achieve our attendance goals we must reach them at...

The Best Time of Day:

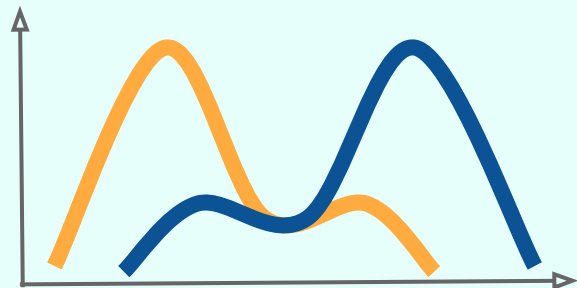
- 👥 When the highest density of our target will be entering and exiting those stations.

**OUR 1st TARGET:
HIGH INCOME
RESIDENTIAL
STATIONS**



THE BEST TIME OF DAY

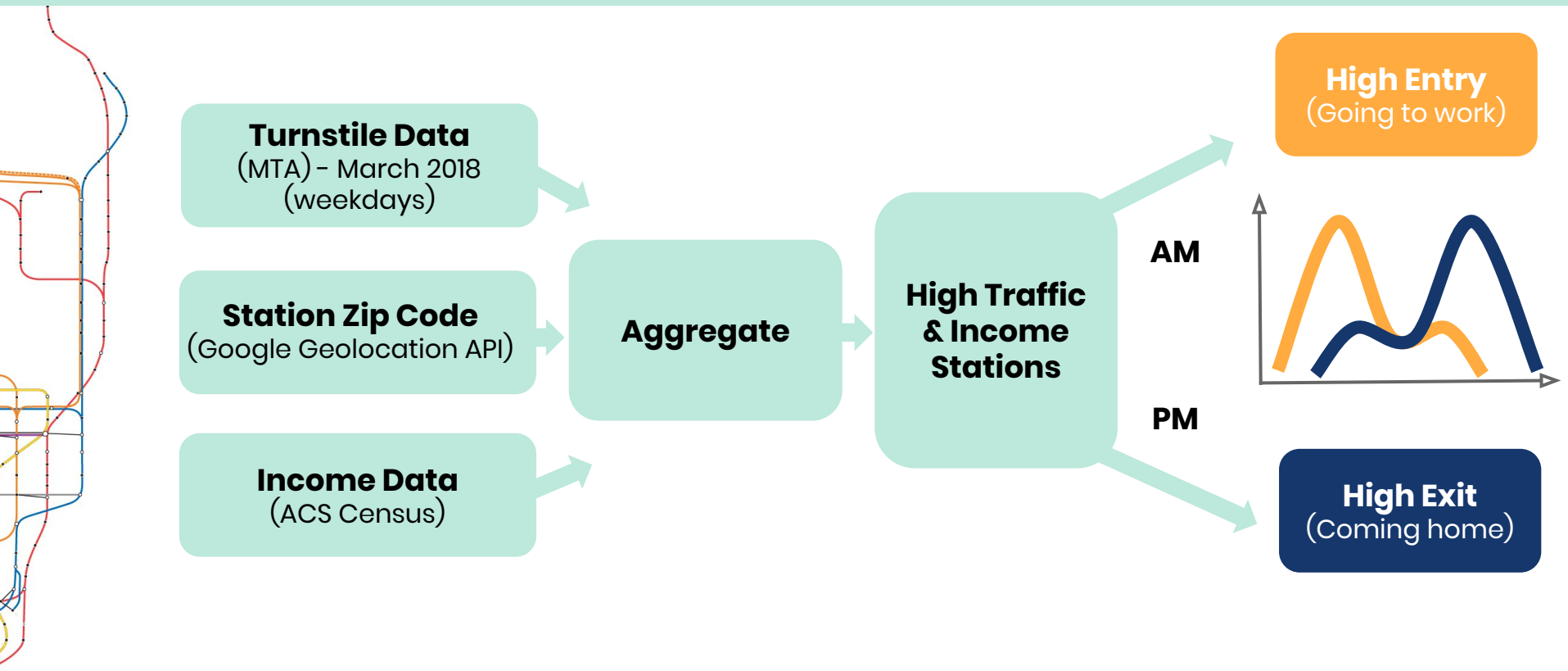
Traffic



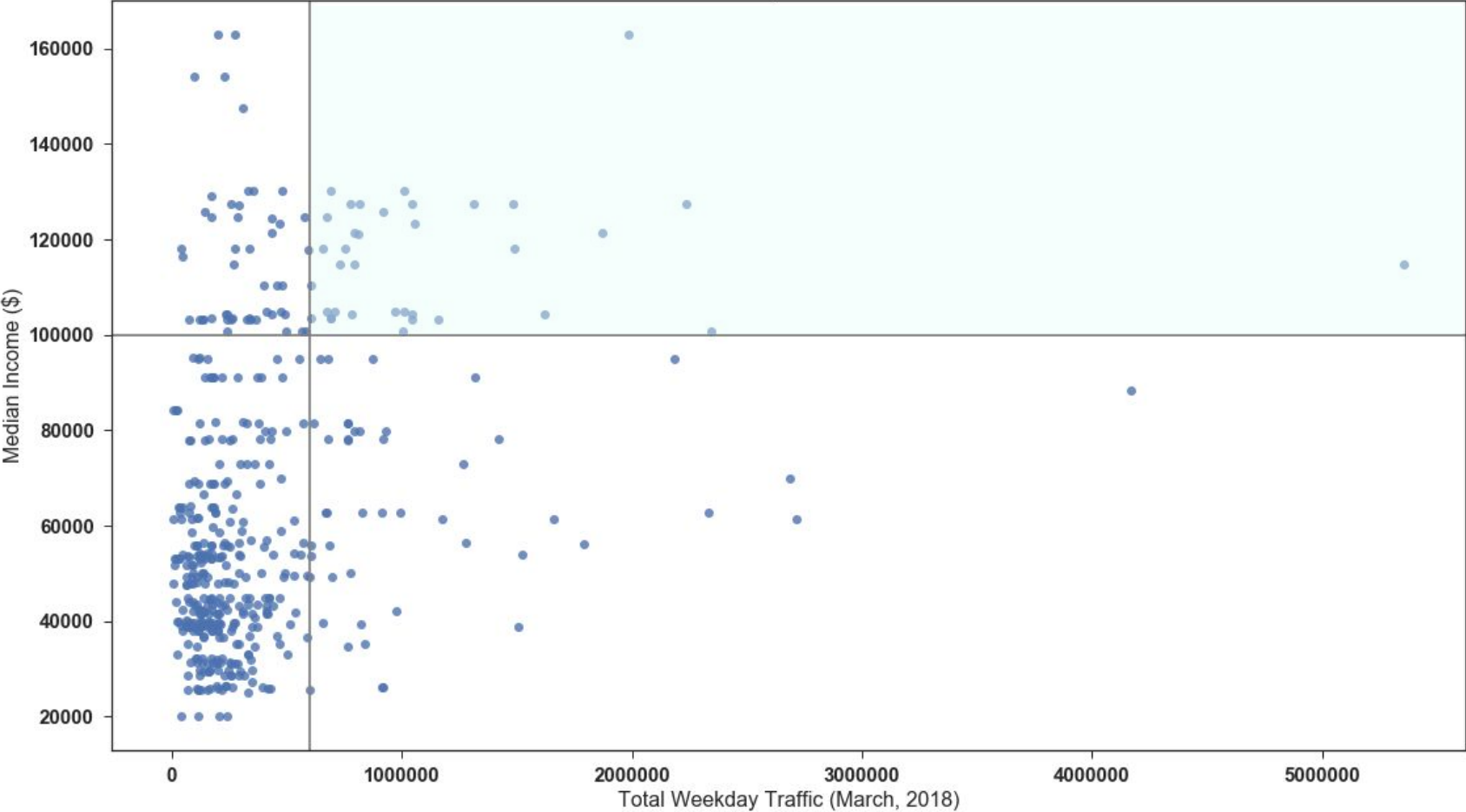
Time of
Day



Our Methods

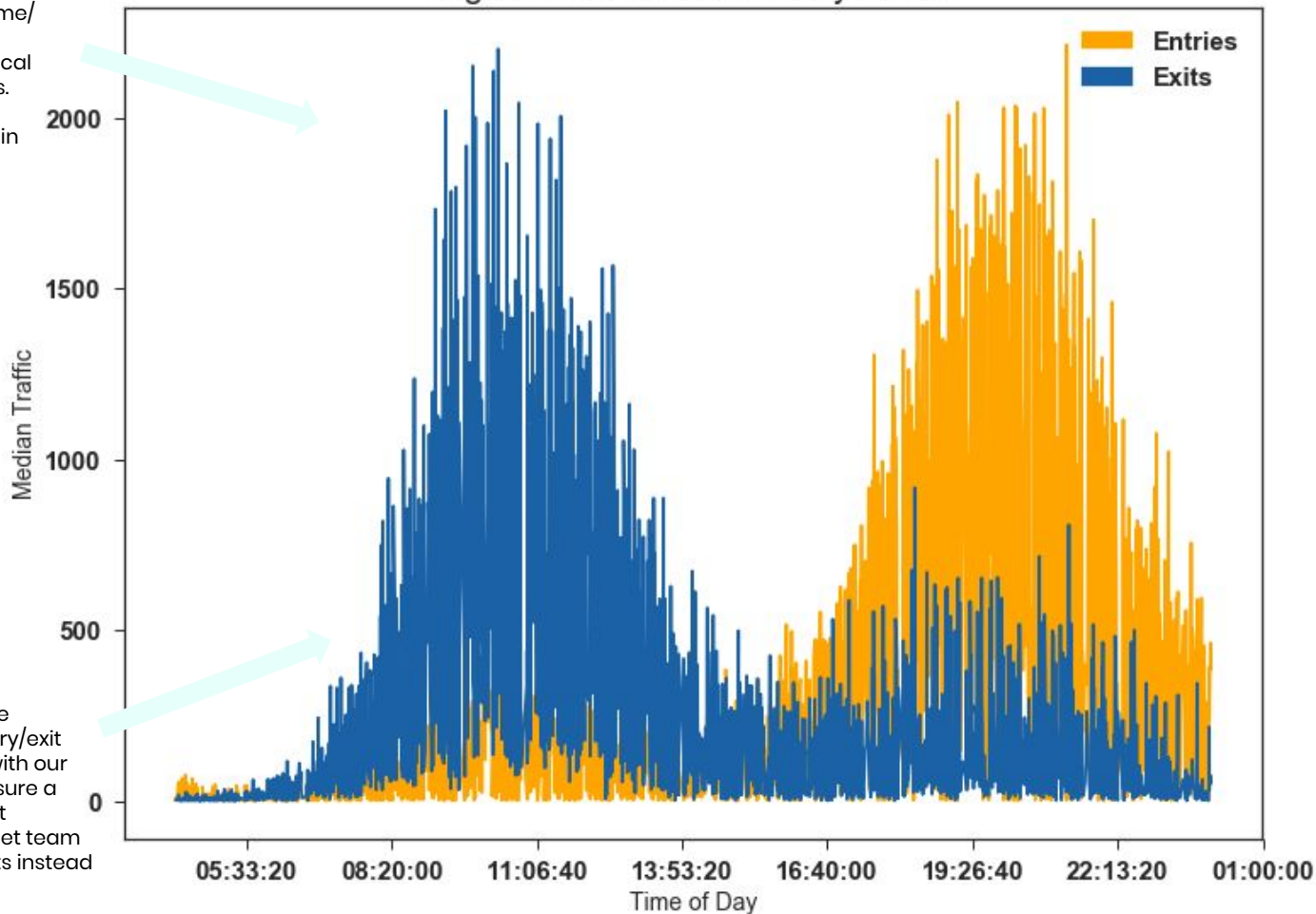


Station Weekday Traffic vs Income



When we aggregated the data, most high income/high traffic stations showed patterns typical of commuter stations. (ie. Many exits in the morning, and entries in the evening).

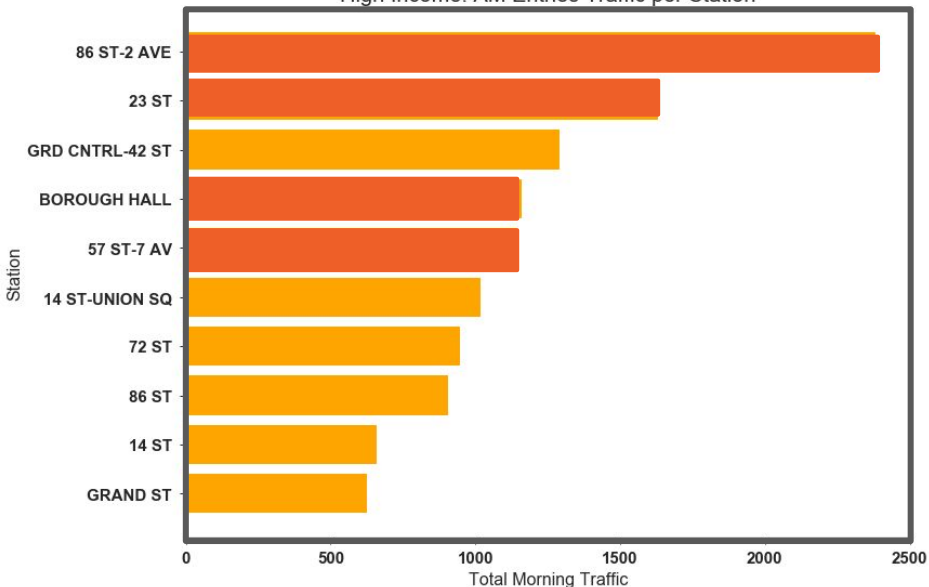
High Income Stations: Daily Traffic



How do we select the stations with the entry/exit pattern consistent with our demographic, to ensure a higher likelihood that members of the street team reach local residents instead of commuters?

High income stations with highest entries in the morning, and exits in the evening

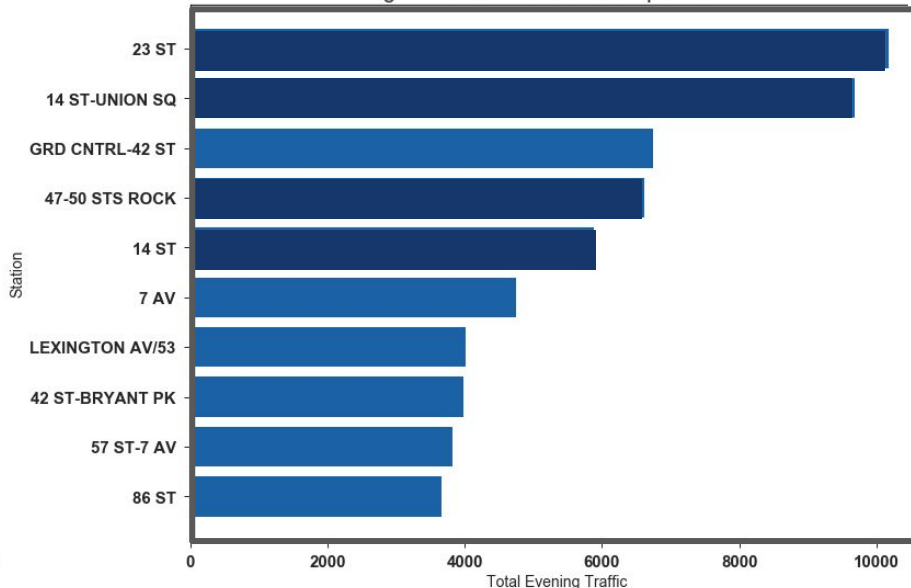
High Income: AM Entries Traffic per Station



AM Entries

86th St/2nd Ave
23rd St/7th Ave
Borough Hall
57 St/7 Ave

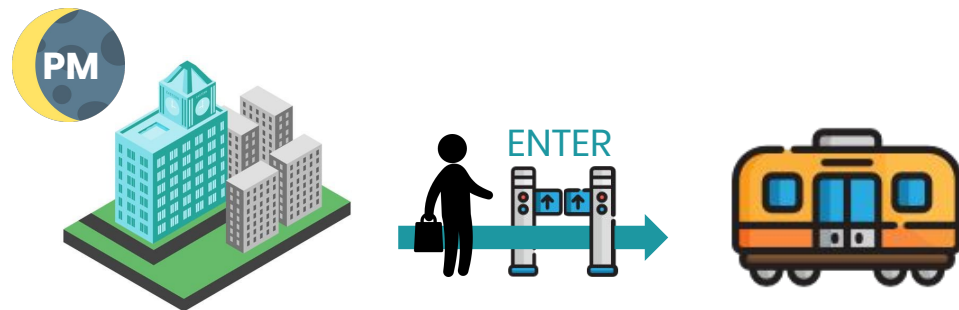
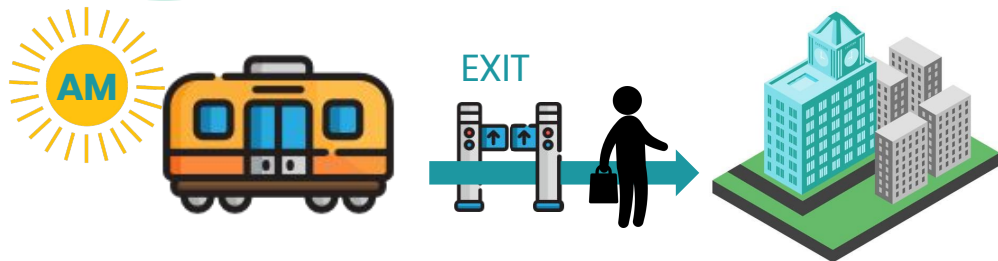
High Income: PM Exit Traffic per Station



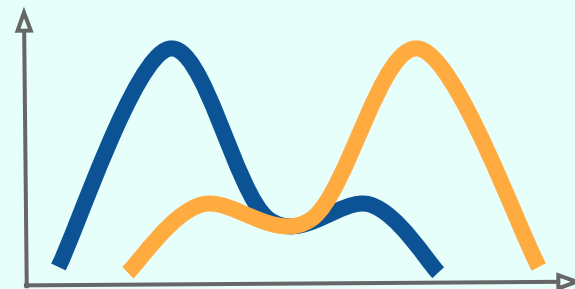
PM Exits

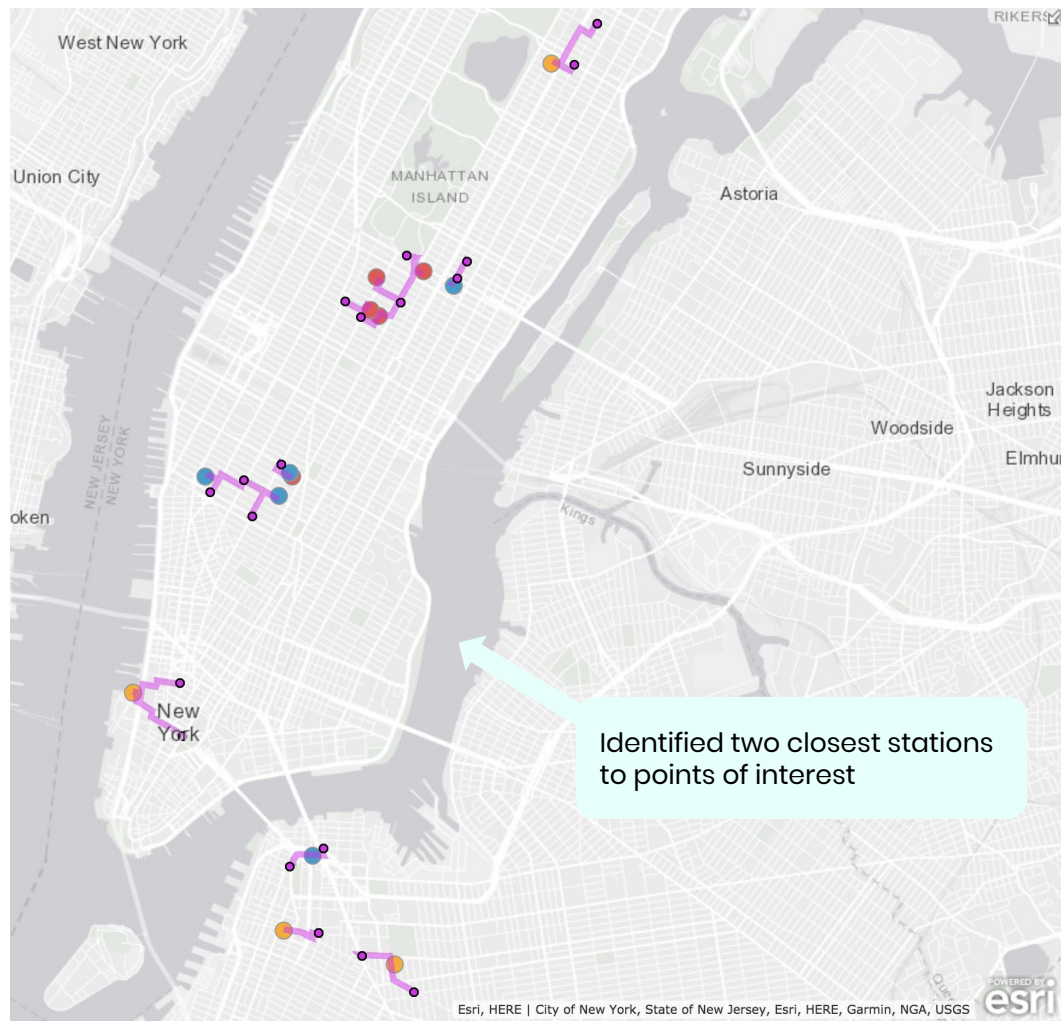
23rd St/7th Ave
14th - Union Square
47-50 St Rock
14th St

Our 2nd TARGET:
TECH HUB
STATIONS



THE BEST TIME OF DAY





Girls Who Code

Major Donors, \$250k+



Technical Companies

800+ employees



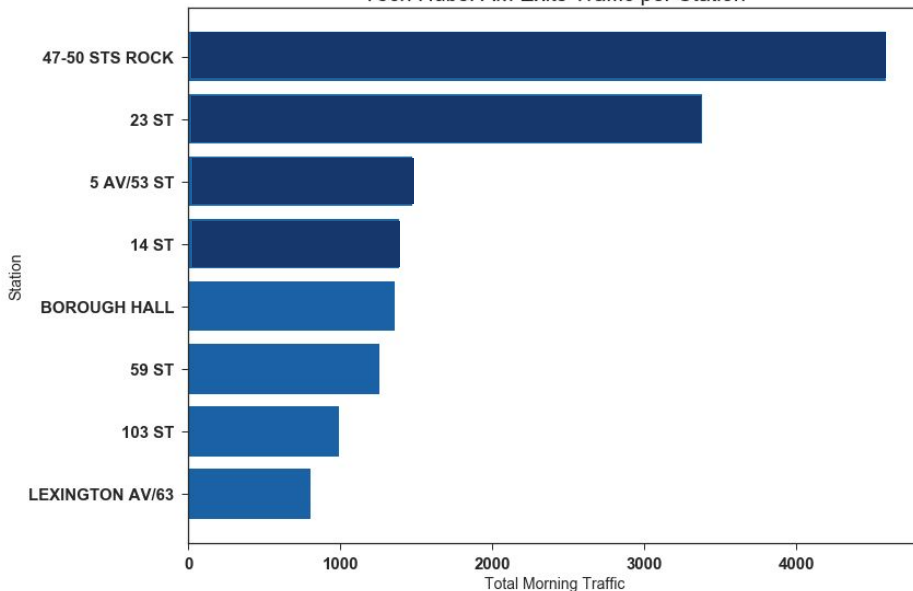
Technical High Schools

1,000+ students



High income stations with highest exits in the morning, and entries in the evening

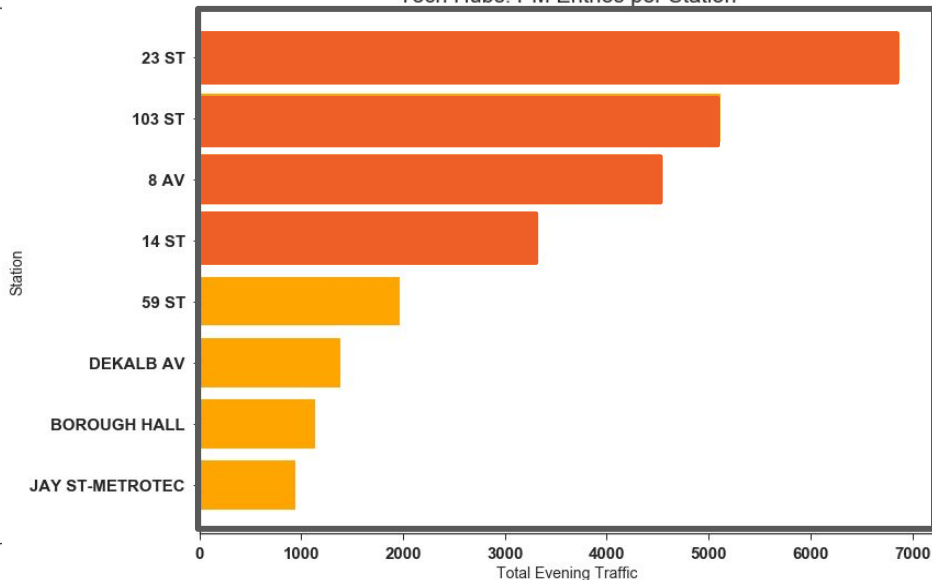
Tech Hubs: AM Exits Traffic per Station



AM Exits

47th/50th Rock Center
23rd St/6th Ave
5th Ave/53th St
14th St/6th Ave

Tech Hubs: PM Entries per Station



PM Entries

23rd St/6th Ave
103rd St
8th Ave
14th St/6th Ave

Our Recommendation: Where to deploy our teams

AM

High Income Stations

- 23rd St/7th Ave
- Borough Hall
- 86th St/2nd Ave
- 57 St/7 Ave

Stations Near Tech

- 23rd St/5th Ave
- 47th/50th Rock Center
- 5th Ave/53th St
- 14th St/6th Ave

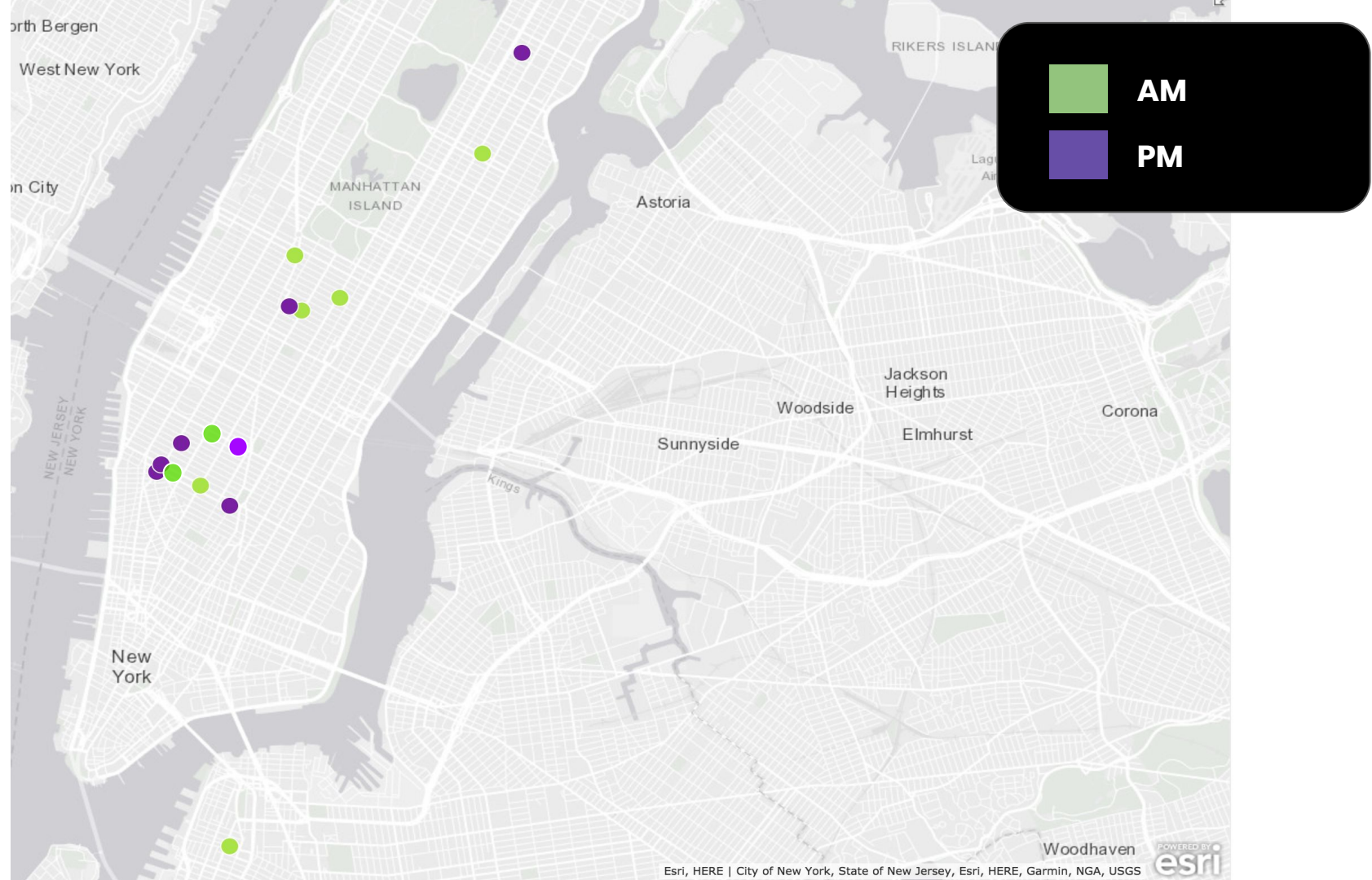
PM

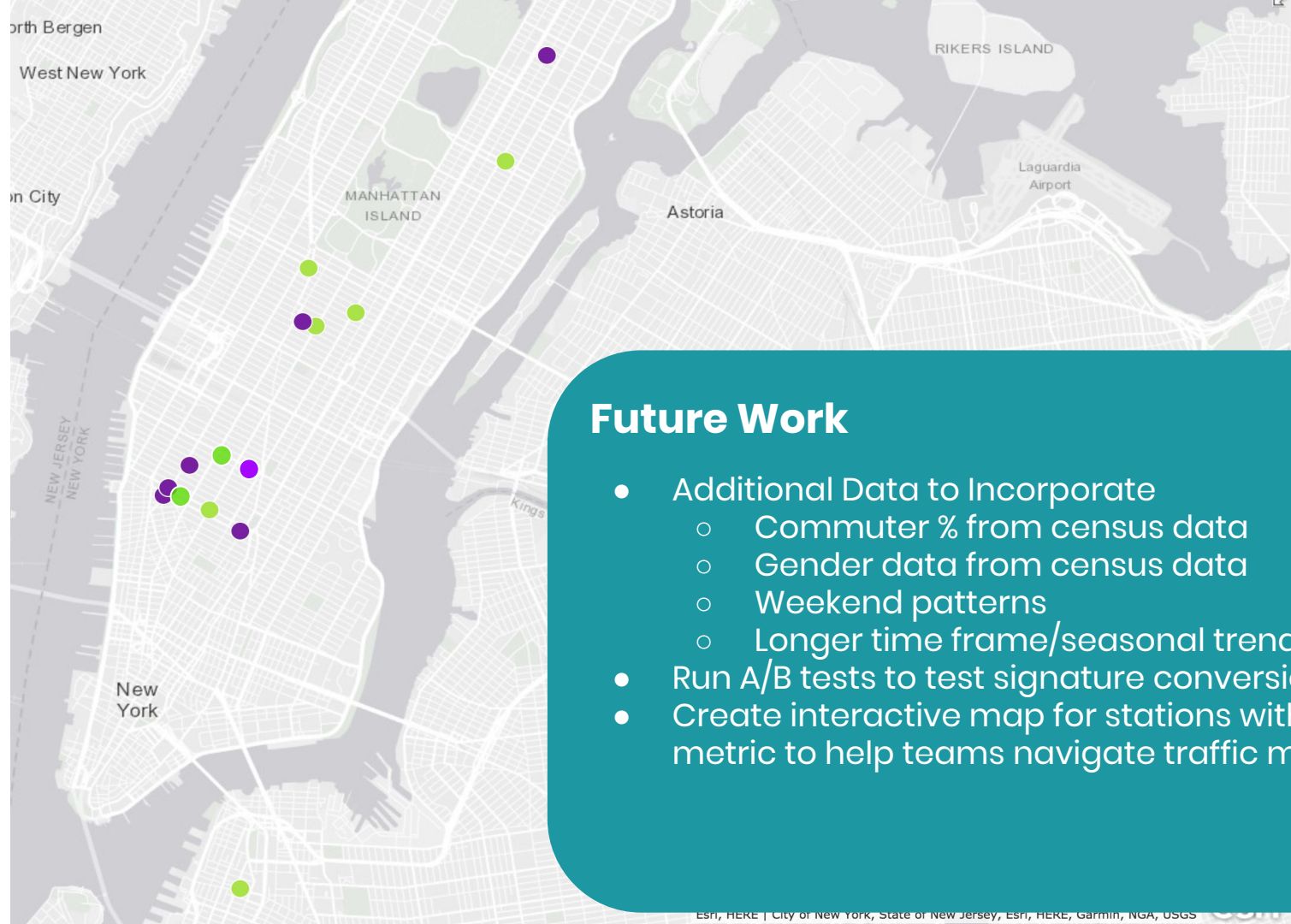
High Income Stations

- 23rd St/7th Ave
- 14th/Union Square
- 14th St/6th Ave
- 47-50 Sts Rock

Stations Near Tech

- 23rd St/5th Ave
- 103rd St
- 8th Ave





Future Work

- Additional Data to Incorporate
 - Commuter % from census data
 - Gender data from census data
 - Weekend patterns
 - Longer time frame/seasonal trends
- Run A/B tests to test signature conversions
- Create interactive map for stations with a metric to help teams navigate traffic matters

A large teal circle outline is centered on the slide, containing the text "Thank You!".

Thank You!

STATION	LINENAME	Median Income
GRD CNTRL-42 ST	4567S	\$102,524.00
14 ST-UNION SQ	LNQR456W	\$89,999.00
47-50 STS ROCK	BDFM	\$113,846.00
PATH NEW WTC	1	\$145,459.00
59 ST COLUMBUS	ABCD1	\$108,286.00
LEXINGTON AV/53	EM6	\$93,107.00
86 ST	456	\$105,456.00
42 ST-BRYANT PK	BDFM7	\$113,800.00
72 ST	123	\$113,800.00
JAY ST-METROTEC	ACF	\$92,175.00
BOWLING GREEN	45	\$110,184.00
72 ST-2 AVE	Q	\$113,800.00
5 AV/53 ST	EM	\$93,107.00
BOROUGH HALL	2345R	\$92,175.00

23 ST	FM	\$93,702.00
57 ST-7 AV	NQRW	\$130,082.00
14 ST-UNION SQ	456LNQRW	\$89,999.00
23 ST	6	\$93,702.00
77 ST	6	\$112,268.00
49 ST	NQRW	\$113,846.00
LEXINGTON AV/63	F	\$108,155.00
1 AV	L	\$102,524.00
66 ST-LINCOLN	1	\$108,286.00
51 ST	6	\$93,107.00
68ST-HUNTER CO	6	\$113,800.00
86 ST-2 AVE	Q	\$105,456.00
GRAND ST	BD	\$102,524.00
23 ST	NRW	\$93,702.00
14 ST	ACEL	\$92,359.00
14 ST	FLM123	\$92,359.00
7 AV	BDE	\$130,082.00
23 ST	CE	\$93,702.00
CORTLANDT ST	RNW	\$111,220.00
86 ST	1	\$105,456.00
8 AV	ACEL	\$98,450.00
14 ST	123FLM	\$92,359.00