Publicity Campaign
Subway Station Guide

for

WomenTechWomenYes

A guide for where and when to reach the maximum number of commuters in the MTA subway system

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I. Introduction

The contents of this booklet will assist WomenTechWomenYes in publicizing its annual gala. Subway stations provide a concentration point that make them extremely effective locals for connecting with the population.

You will find charts measuring the overall traffic per day and per hour in sections 2 and 4, respectively. With this information, you will have a good idea when you will, on average, want to send your street teams out.

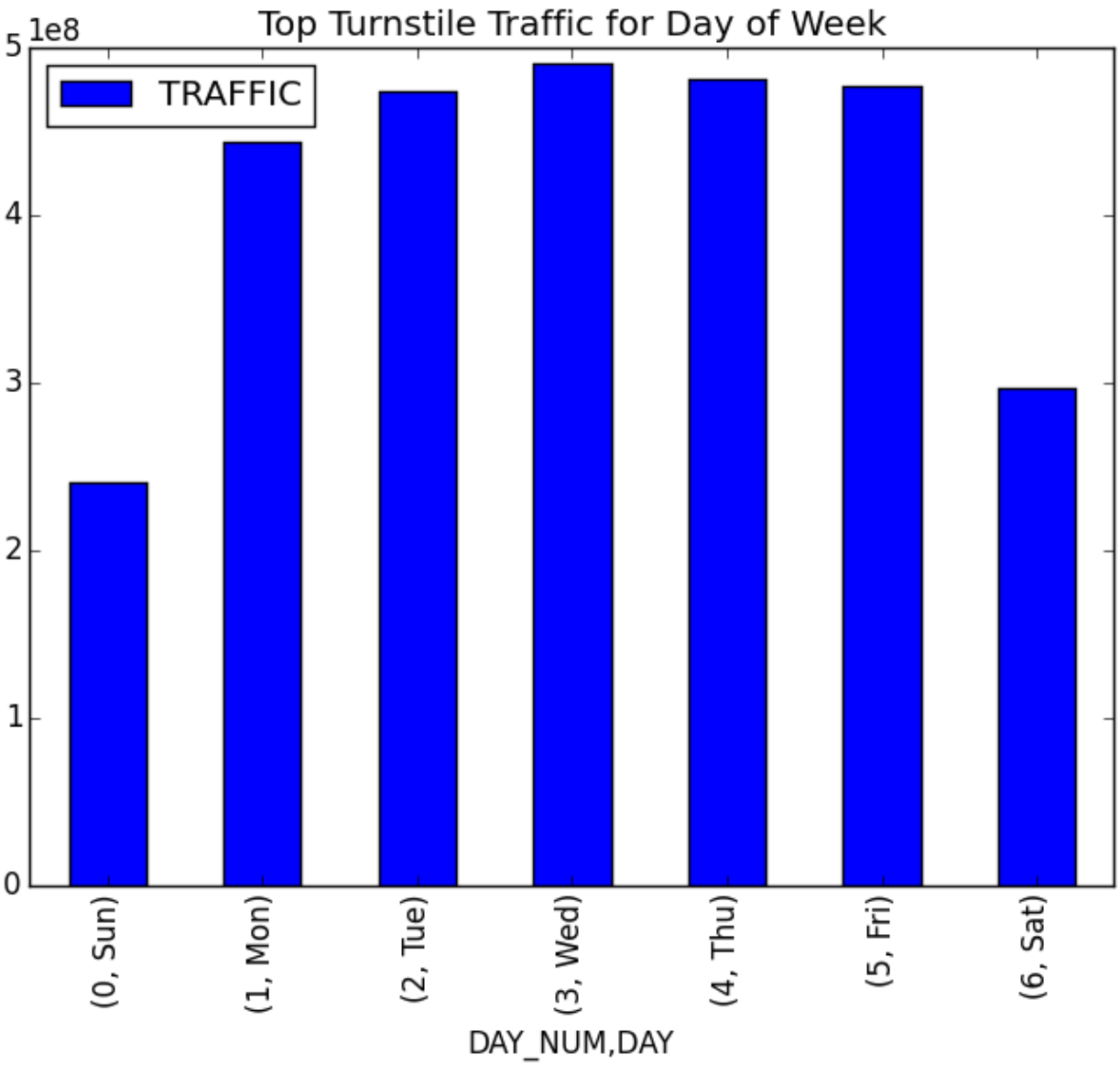
In section 3, you will find a breakdown of total station traffic for each month. This should serve you well as a guide to determining which months leading up to the event will be best, based on station traffic, for deploying your street teams.

Lastly, it will be important to determine which stations to target. Accordingly, in section 5, we provide a chart with the optimal stations, and the magnitude of their overall traffic. We want to give you opportunity to target these stations at their optimal periods of traffic, and so the last section, section 6, provides a breakdown of the optimal hours and optimal days per week for each of the top 20 stations.

II.Optimal Days

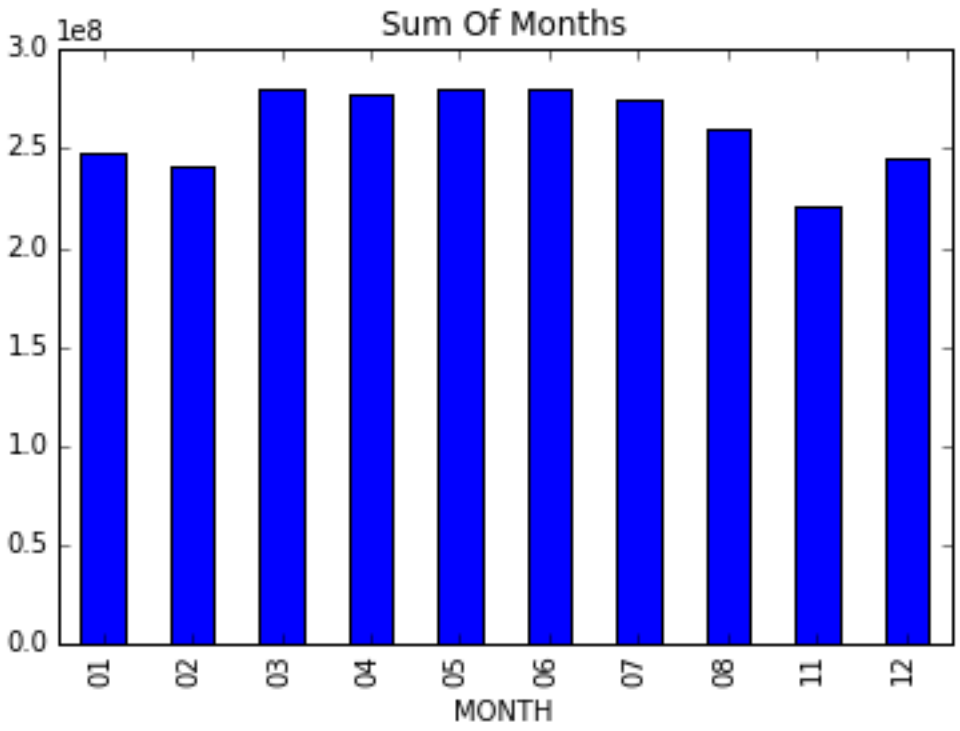
BELOW IS A CHART GRAPHING THE DAYS OF THE WEEK, MEASURED BY THEIR TRAFFIC, WHICH IS GRAPHED TO THE 100 MILLIONTH.

THE CHART INDICATES THAT THE WEEKDAYS GET ROUGHLY 30% MORE TRAFFIC THAN THE WEEKENDS.



III. Optimal Months

BELOW IS A GRAPH OF THE OPTIMAL MONTHS.
MARCH THROUGH MAY WILL BE THE BEST MONTHS TO DEPLOY. THE WINTER MONTHS, PARTICULARLY NOVEMBER, SEE SIGNIFICANTLY FEWER RIDERS.

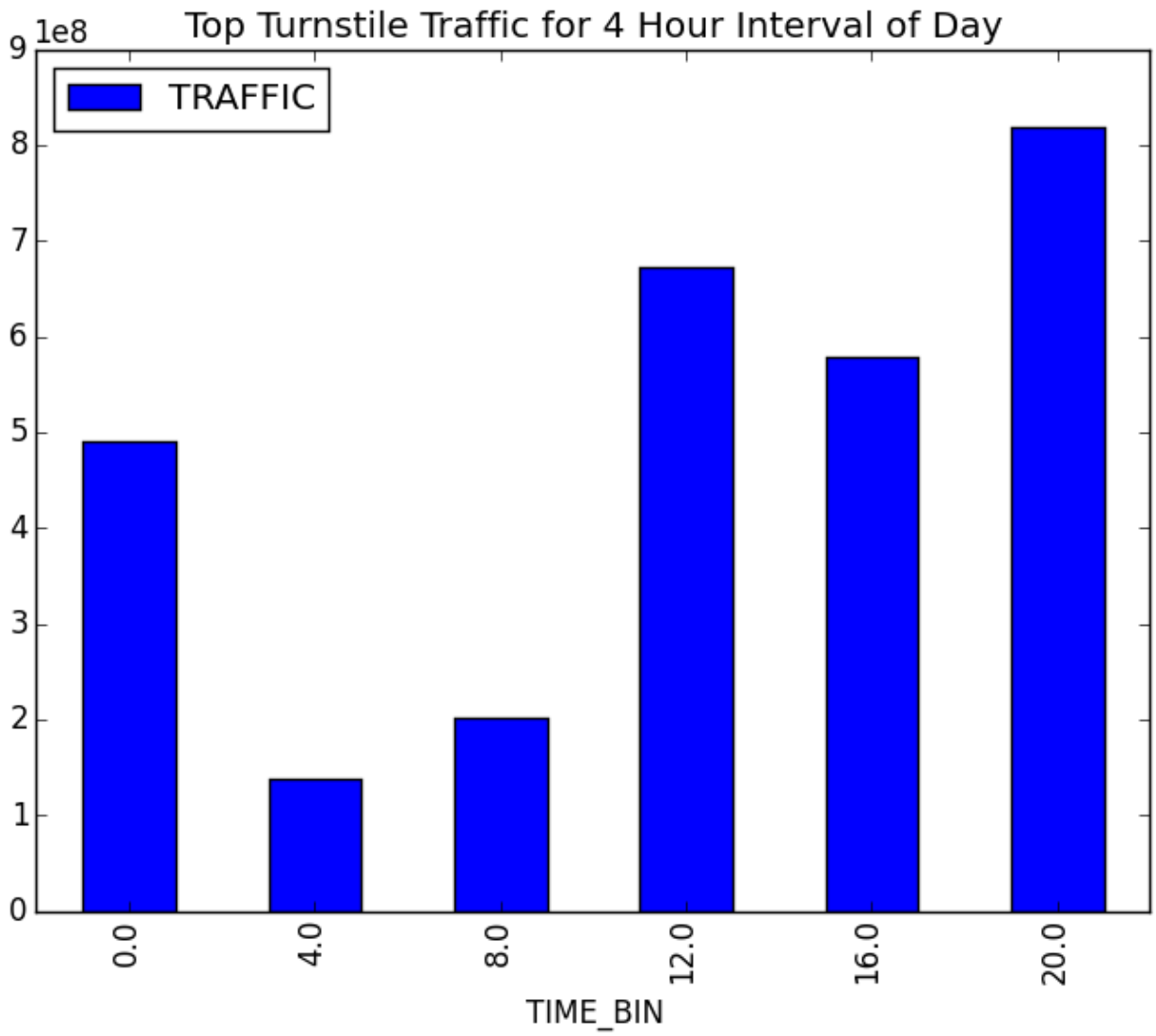


IV. Optimal Hours

THIS CHART INDICATES WHICH HOURS ARE MOST OPTIMAL FOR SOLICITING SUBWAY RIDERS.

AS THE CHART INDICATES, IN GENERAL, THE HOURS OF 4-8PM SEE THE MOST STATION TRAFFIC BY A LARGE MARGIN.

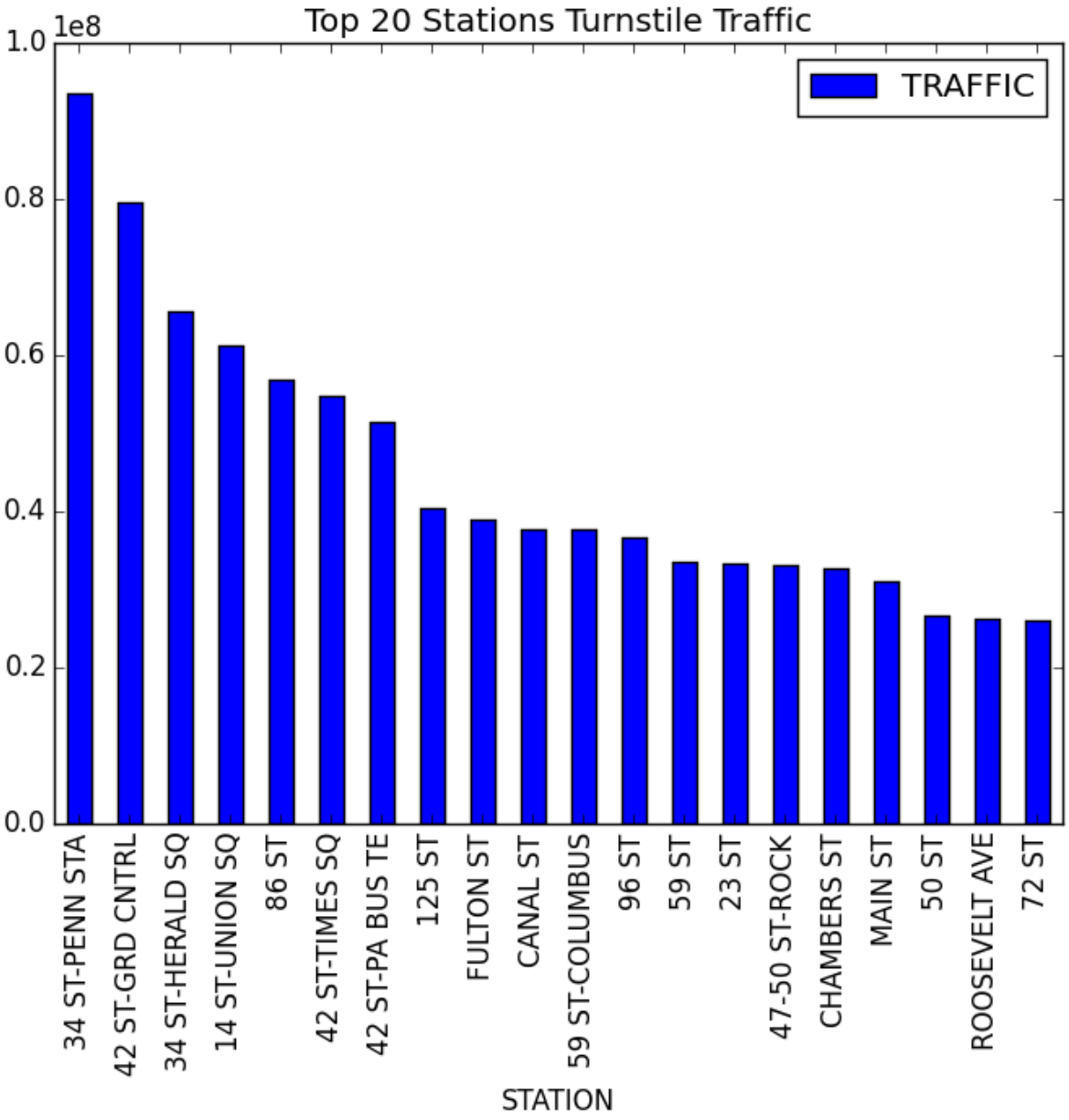
HOWEVER, THIS RANKING CHANGES BY INDIVIDUAL STATION, AND TO GET THE OPTIMAL COMBINATION OF HOURS PER DAY FOR A STATION, IT IS BEST TO CONSULT THE HOURLY TRAFFIC CHART FOR EACH INDIVIDUAL STATION, WHICH CAN BE FOUND IN THE NEXT SECTION.



V. Optimal Stations

BELOW IS A LIST OF THE OPTIMAL STATIONS AND THEIR AVERAGE MONTHLY.

FOLLOWING THIS LIST IS A BREAKDOWN OF EACH OF THE TOP 20 STATIONS' TOTAL TRAFFIC. BY EXAMINING THE GRAPH, WE CAN GET A CLEAR IDEA OF WHICH STATIONS SEE THE MOST TRAFFIC.



VI. Top 20 Station Hourly and Daily Breakdowns

THIS SECTION PROVIDES A BREAKDOWN OF THE DAILY AND HOURLY TRAFFIC FOR EACH OF THE TOP 20 STATIONS.

MANY OF THE STATIONS FOLLOW THE GENERAL TREND OF SEEING MUCH OF THEIR HEAVY TRAFFIC DURING THE AFTERNOON RUSH HOUR TIMES, BUT NOT ALL. FOR EXAMPLE, 47-50TH STREET ROCKEFELLER SEES MUCH OF IT'S TRAFFIC AT NOON, AND VERY LITTLE LATE AT NIGHT, WHEREAS 14TH STREET UNION SQ SEES MUCH OF ITS TRAFFIC LATE AT NIGHT, BUT SIGNIFICANTLY LESS AT NOON.

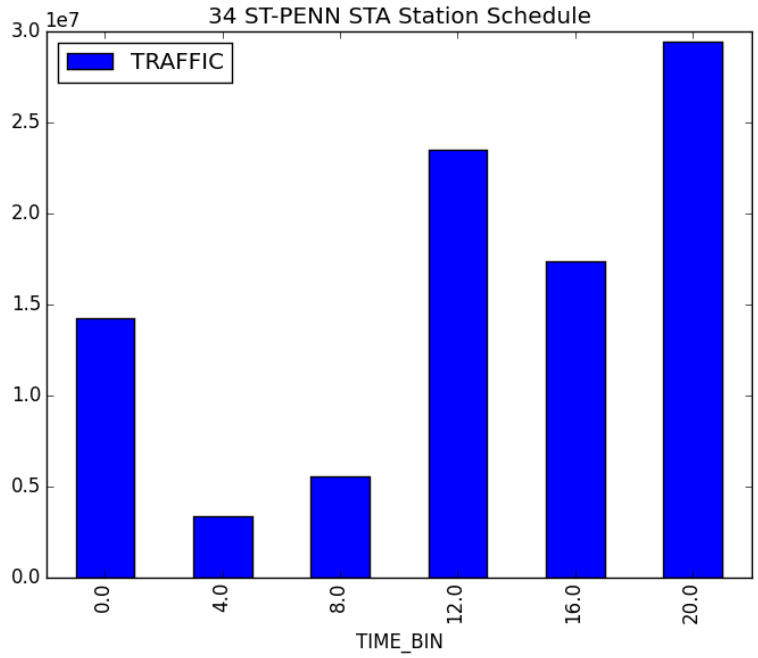
Time Bin Key:

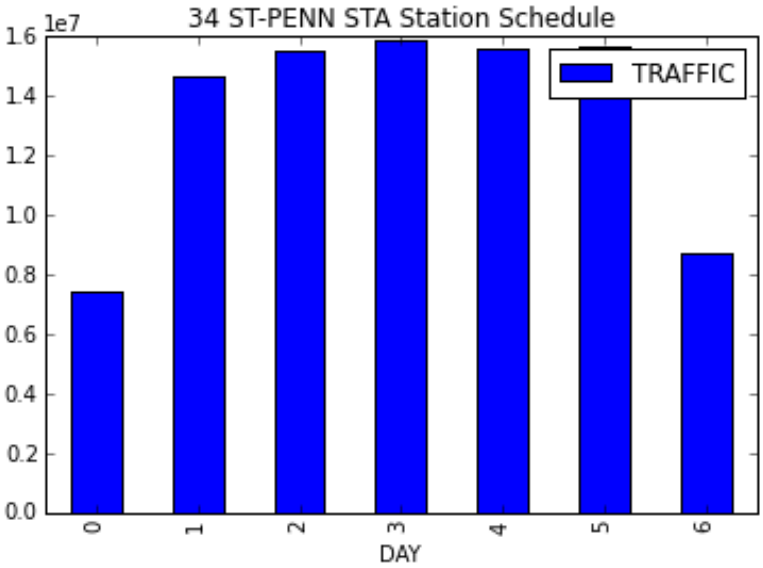
0.0 = 8PM-12AM
4.0 = 12AM-4AM
8.0 = 4AM-8AM
12.0 = 8AM-12PM
16.0 = 12PM-4PM

Daily Key:

DAY 0 = SUNDAY
DAY 1 = MONDAY
DAY 2 = TUESDAY
DAY 3 = WEDNESDAY
DAY 4 = THURSDAY
DAY 5 = FRIDAY
DAY 6 = SATURDAY

34 ST-PENN STA





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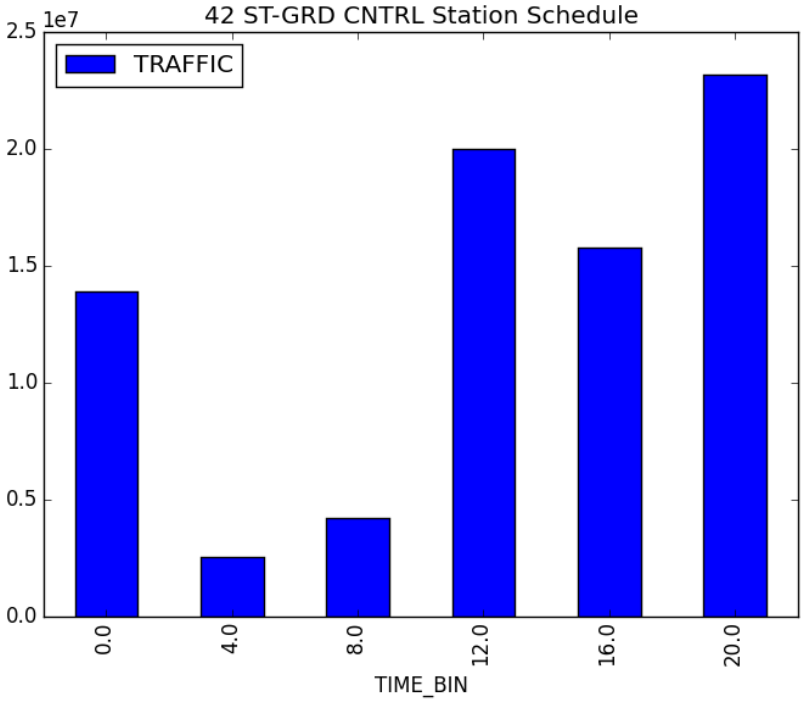

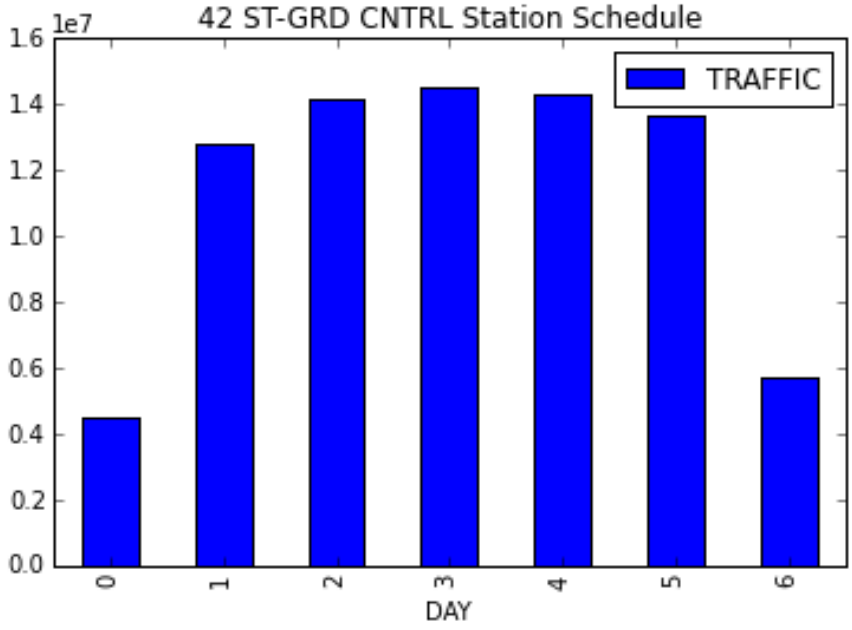

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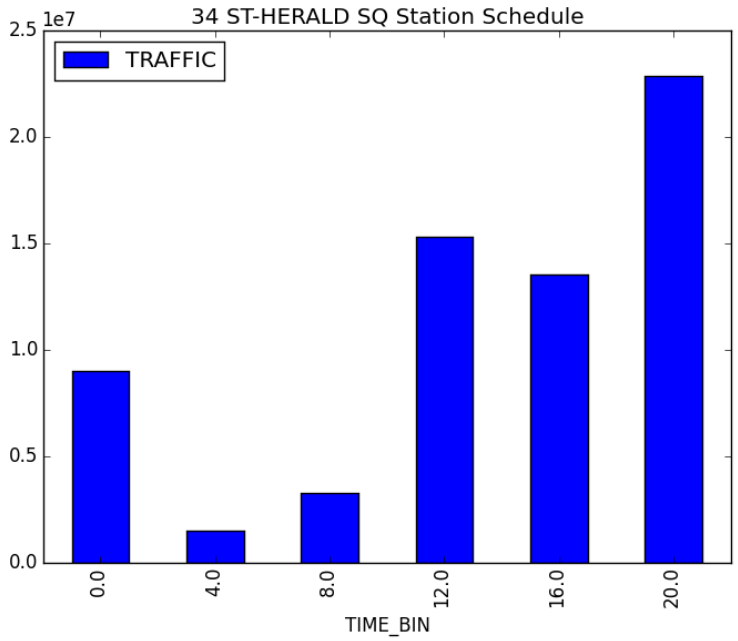

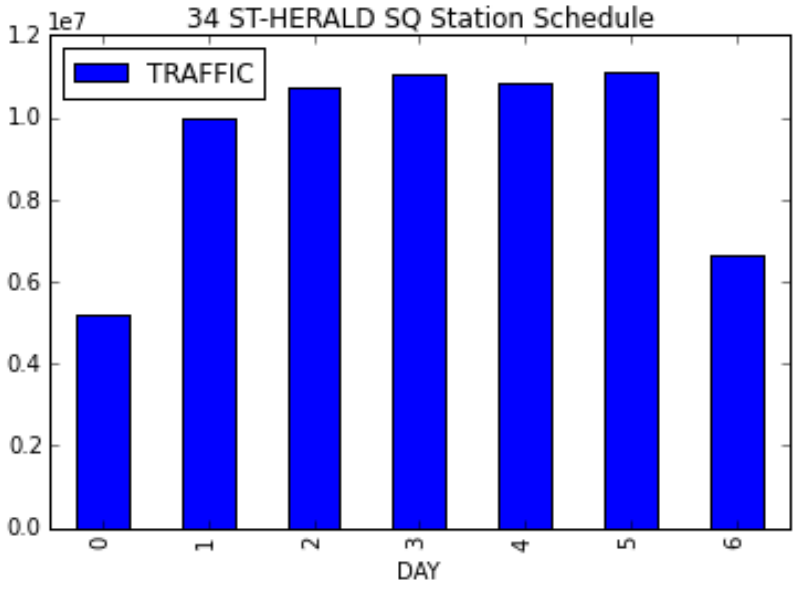

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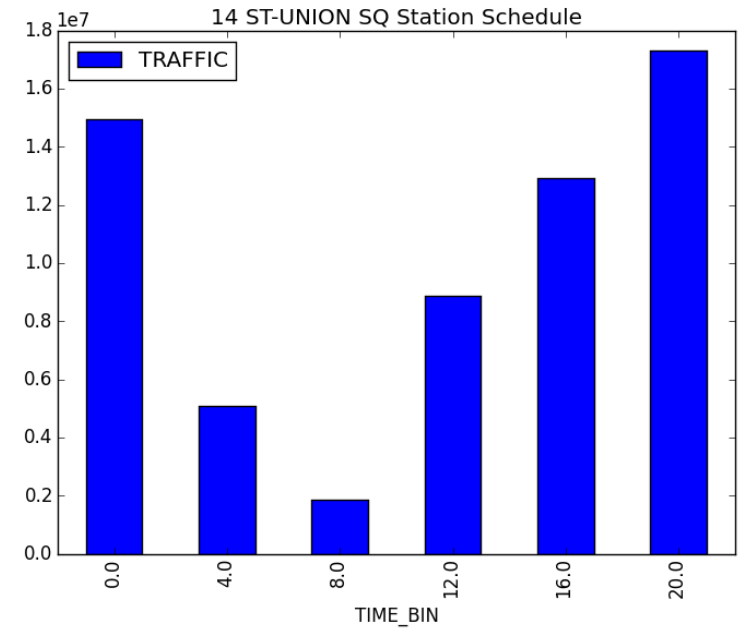
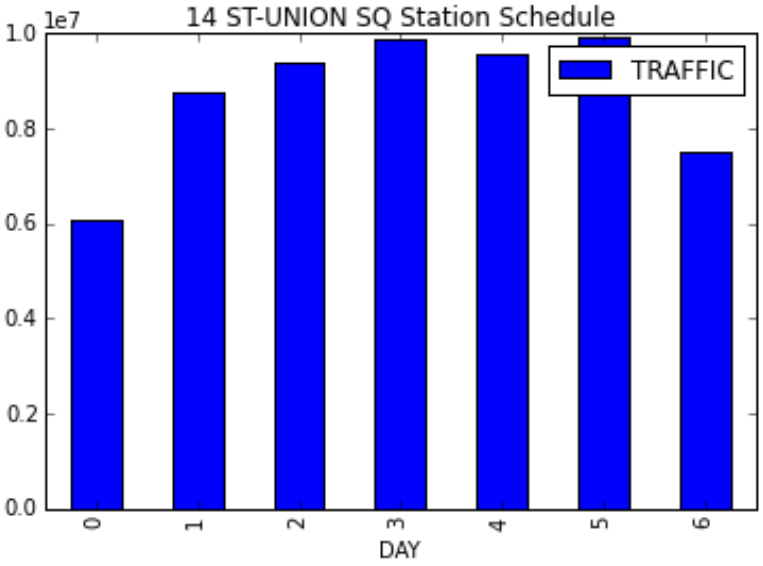
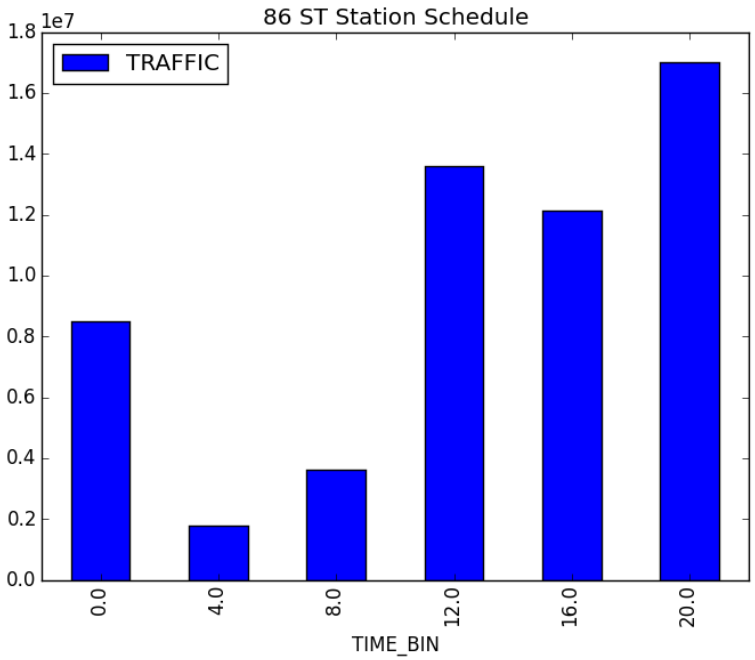




86 ST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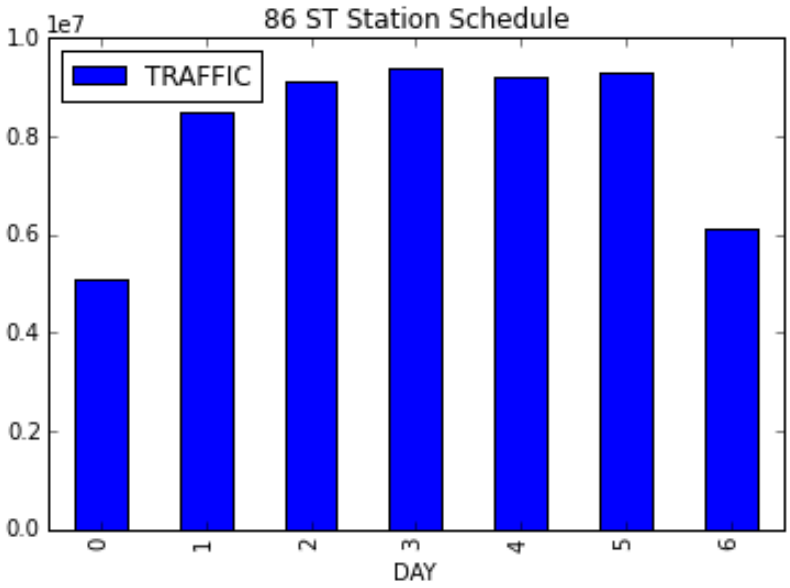
TIME_BIN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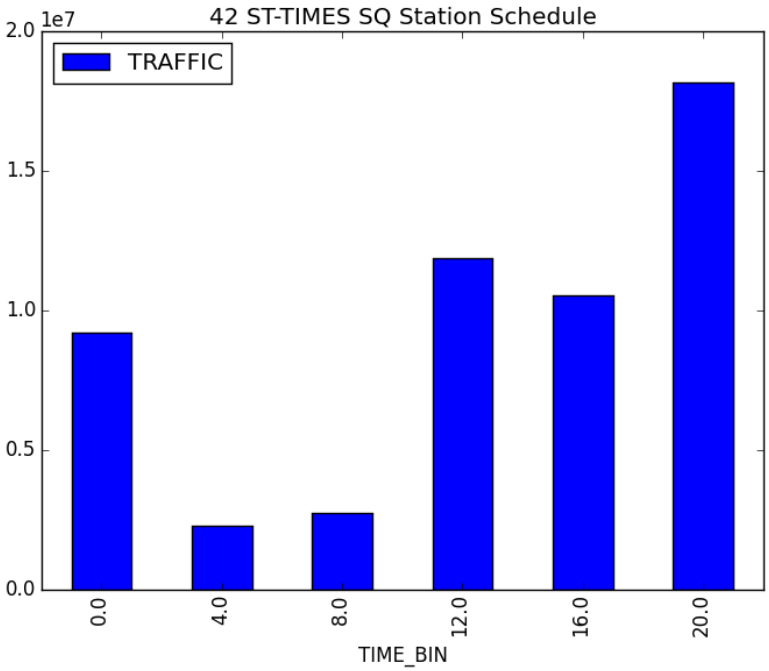
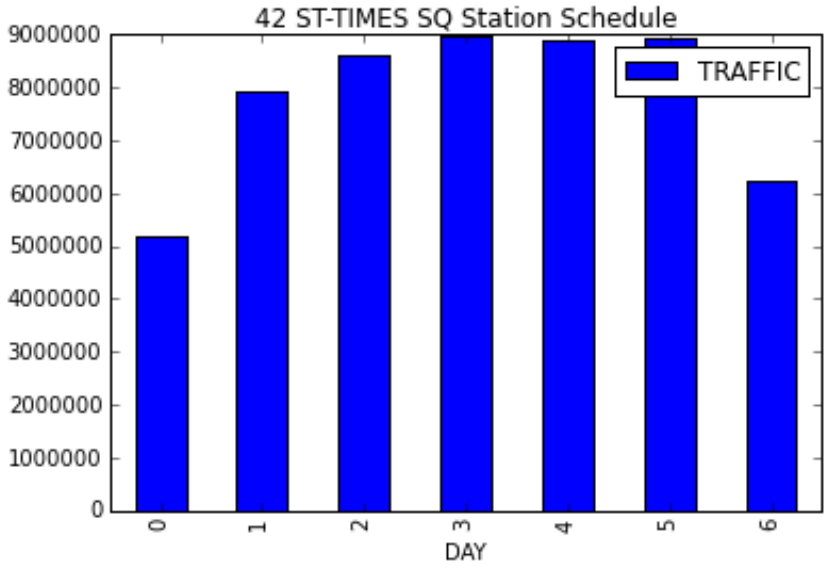
DAY

42 ST-TIMES SQ





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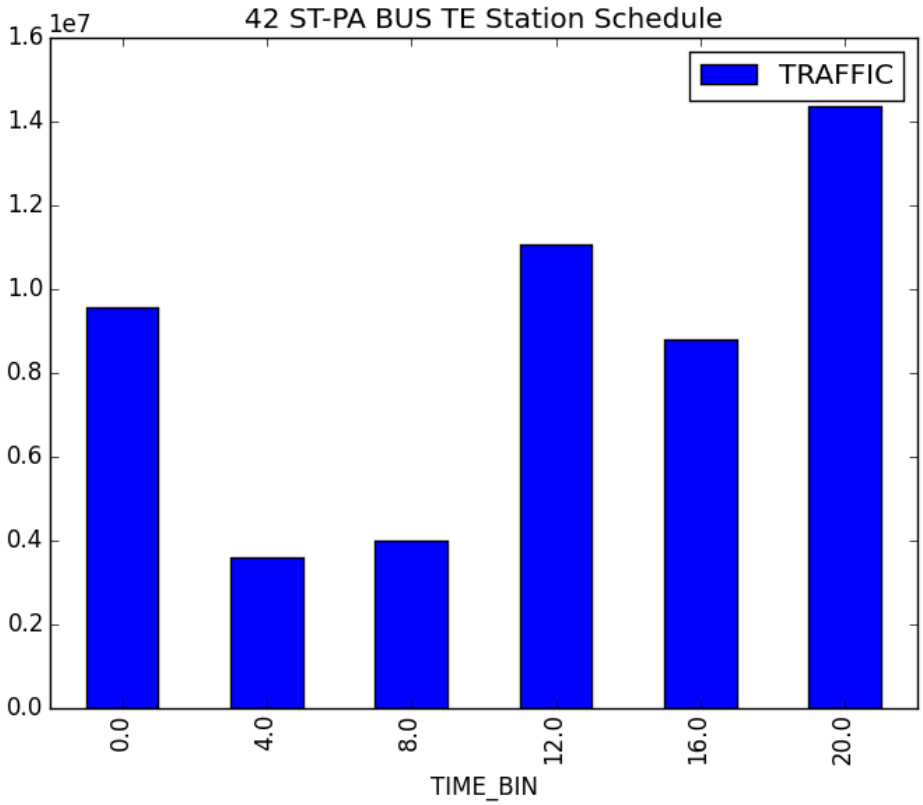

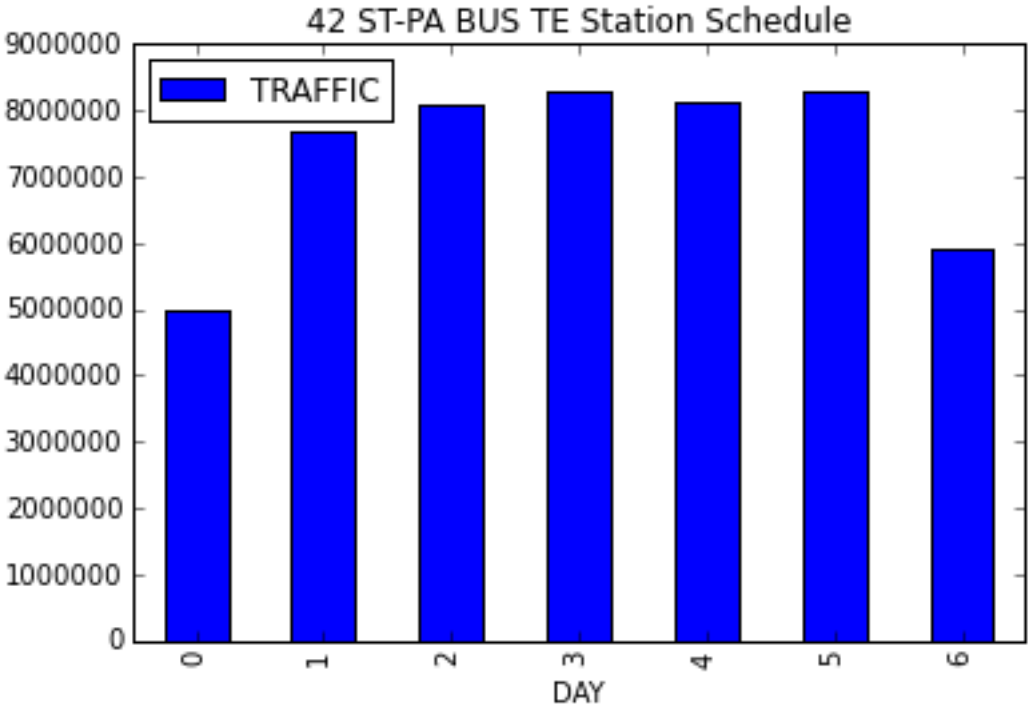

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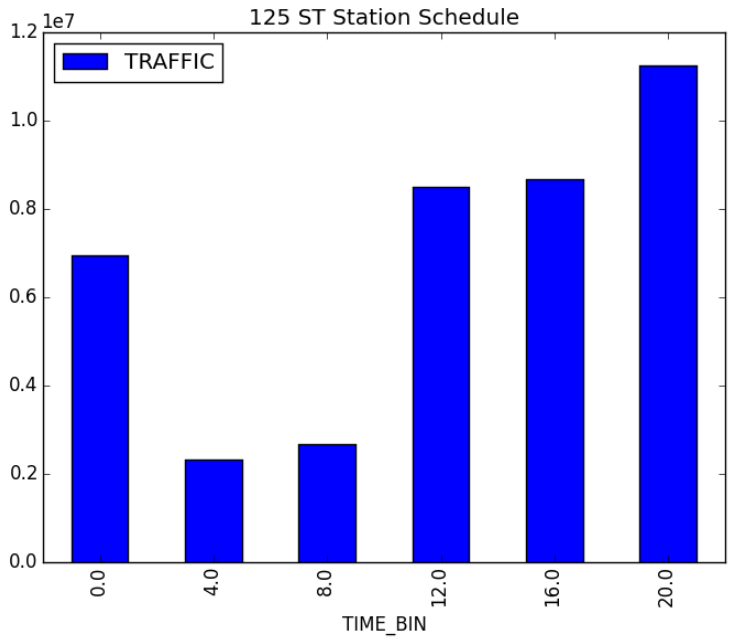
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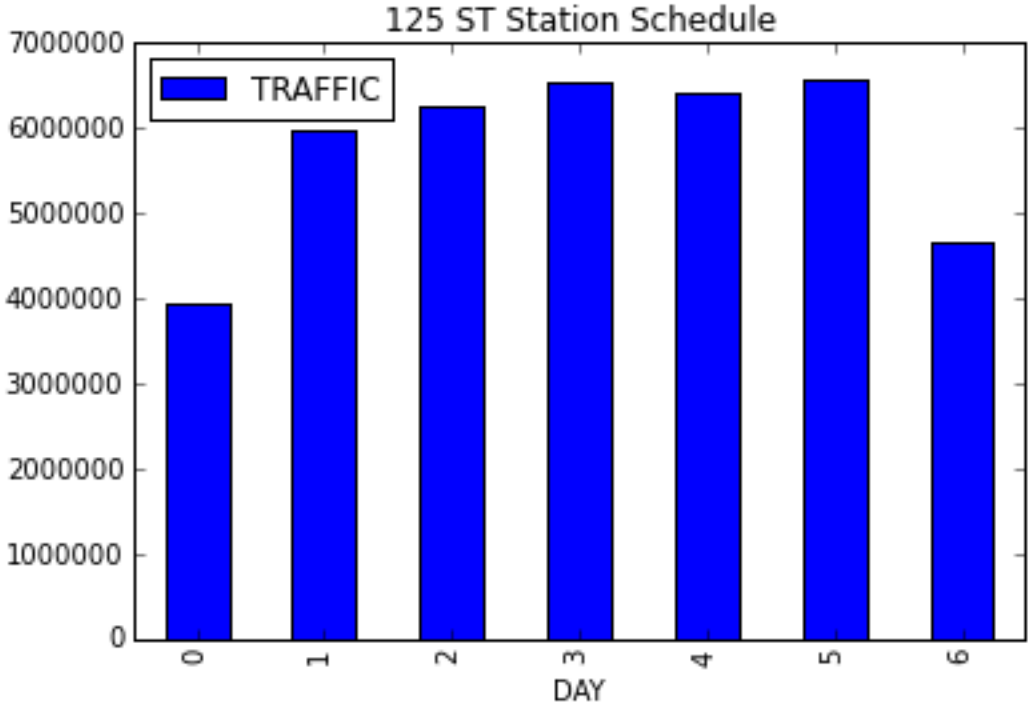
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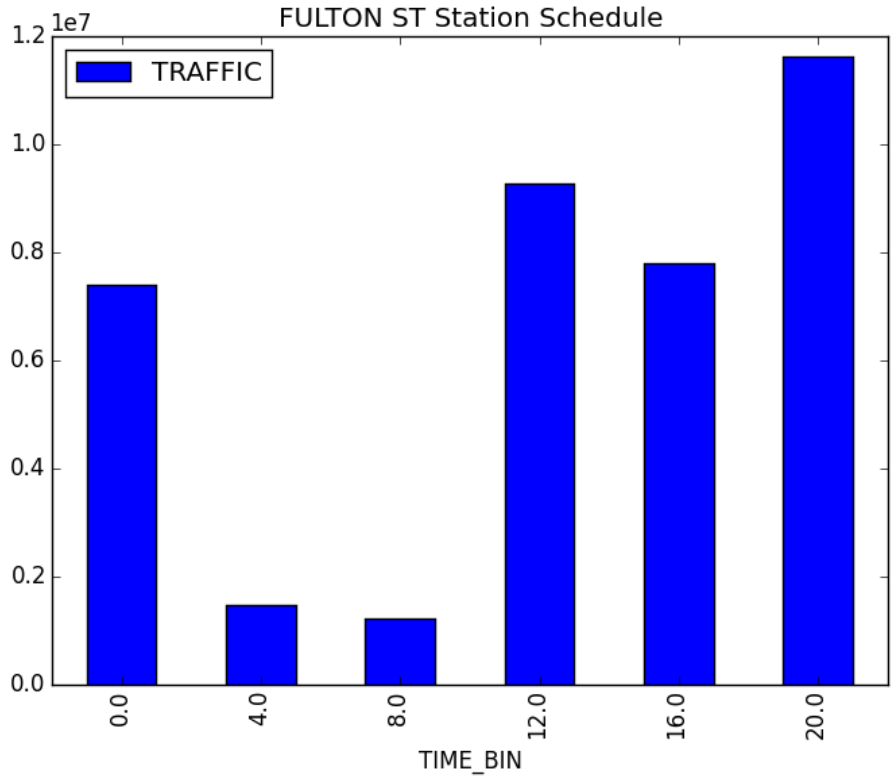
FULTON ST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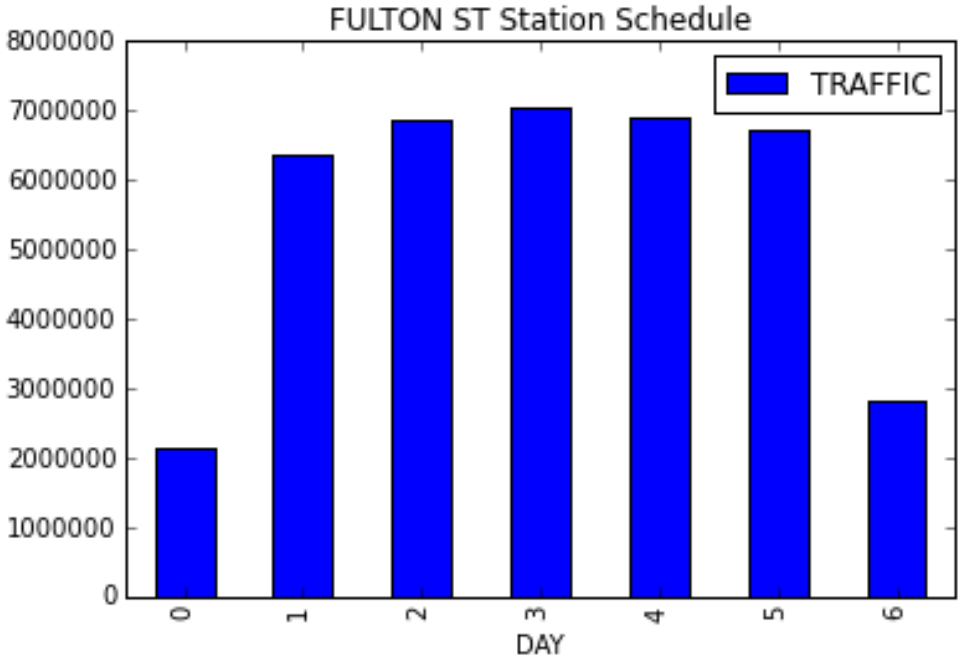
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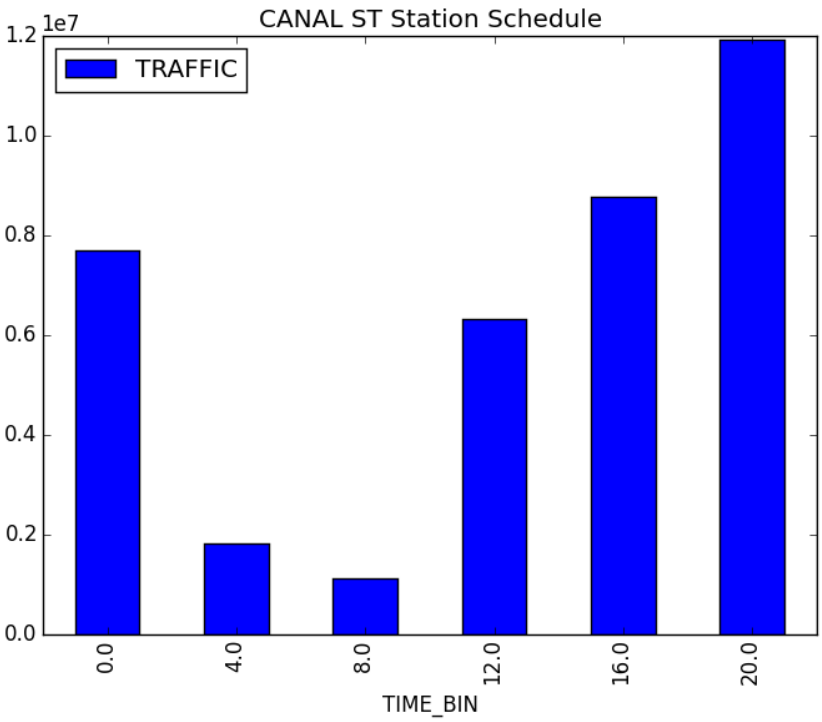
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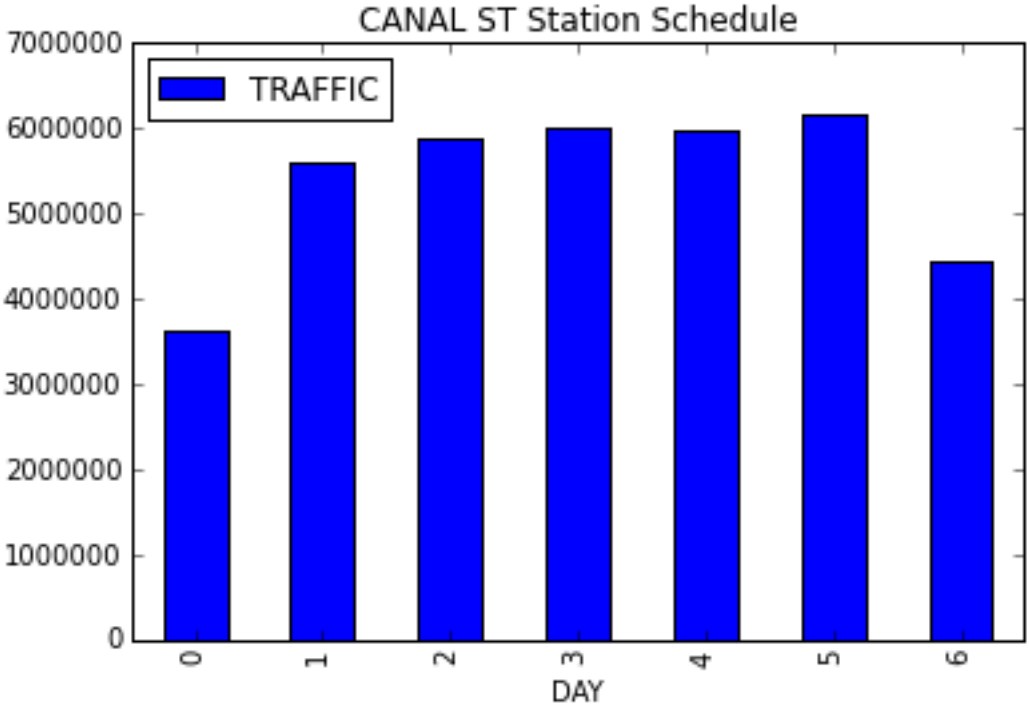
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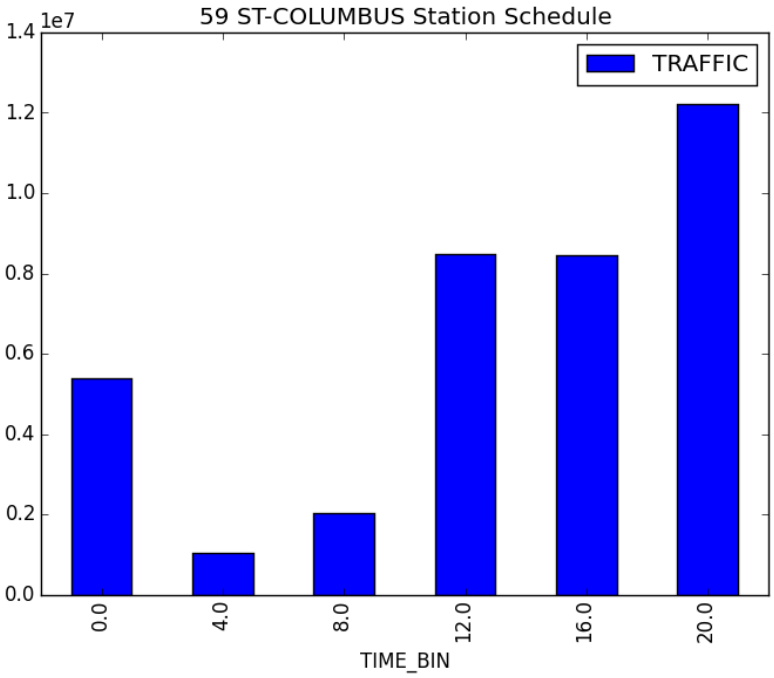
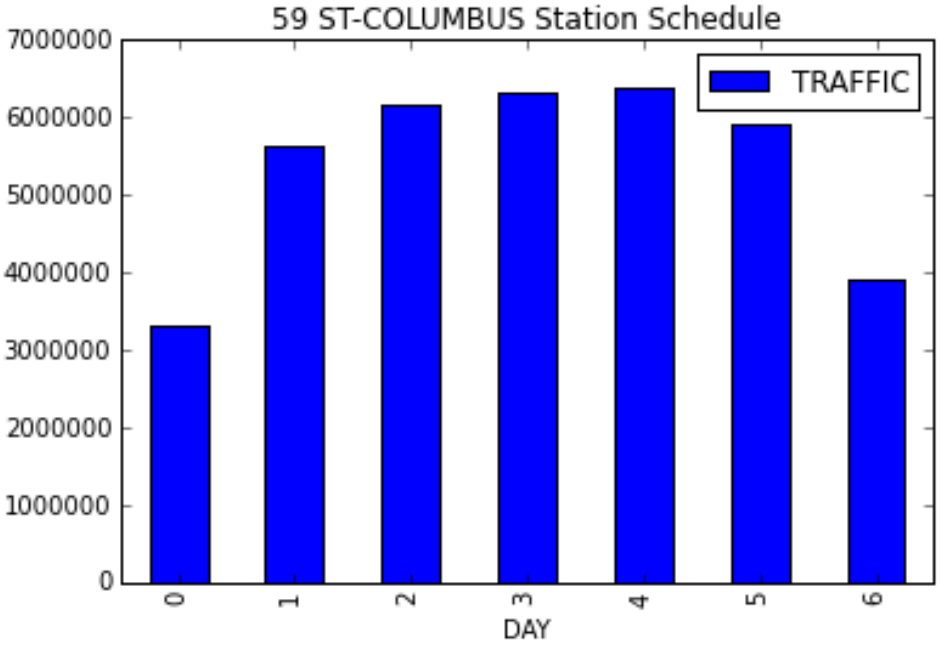
59 ST-COLUMBUS





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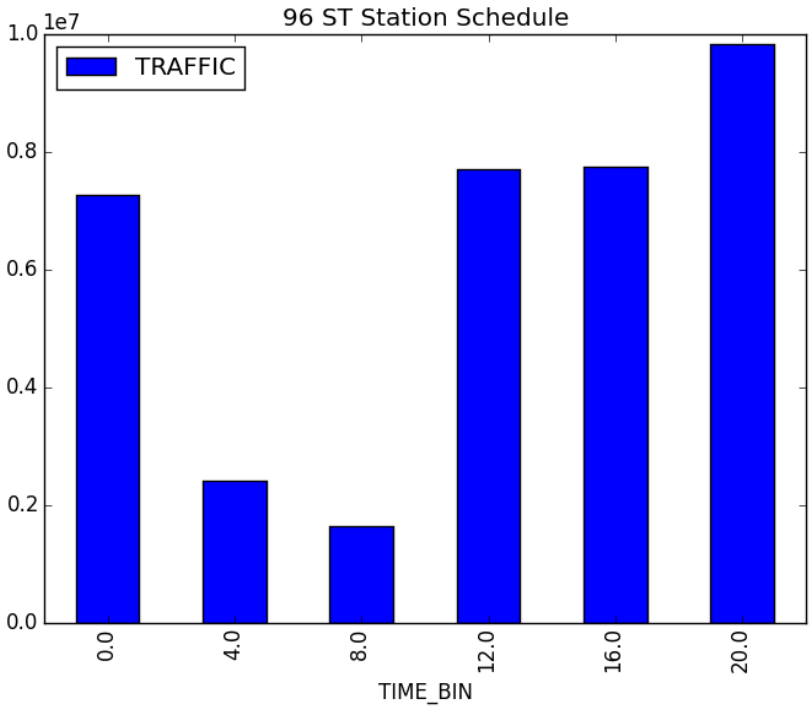
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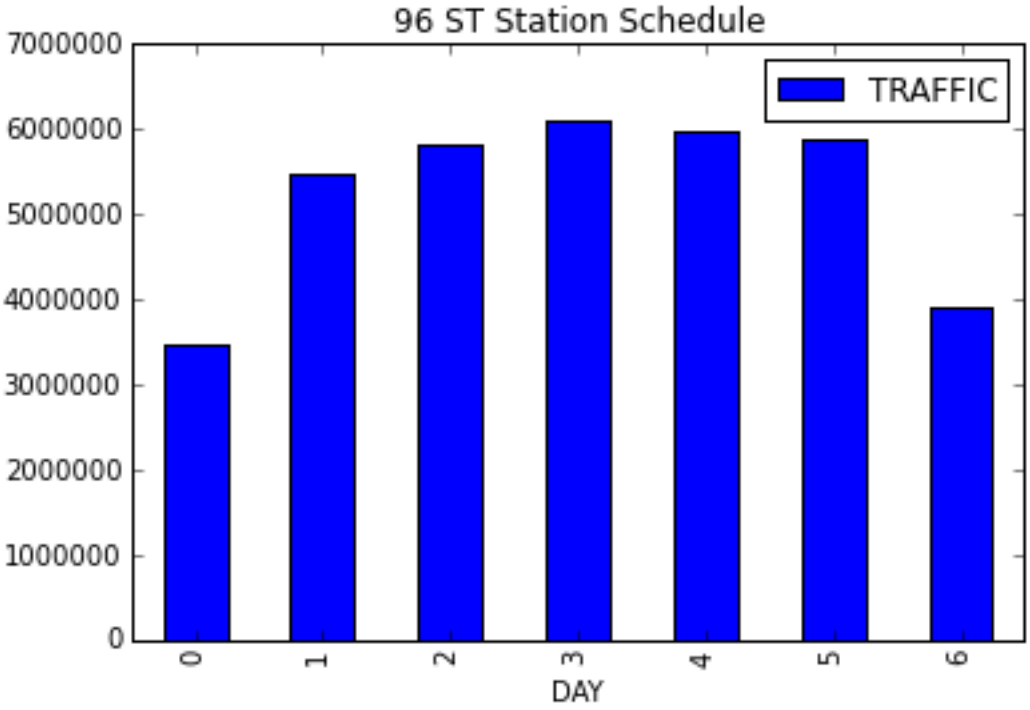
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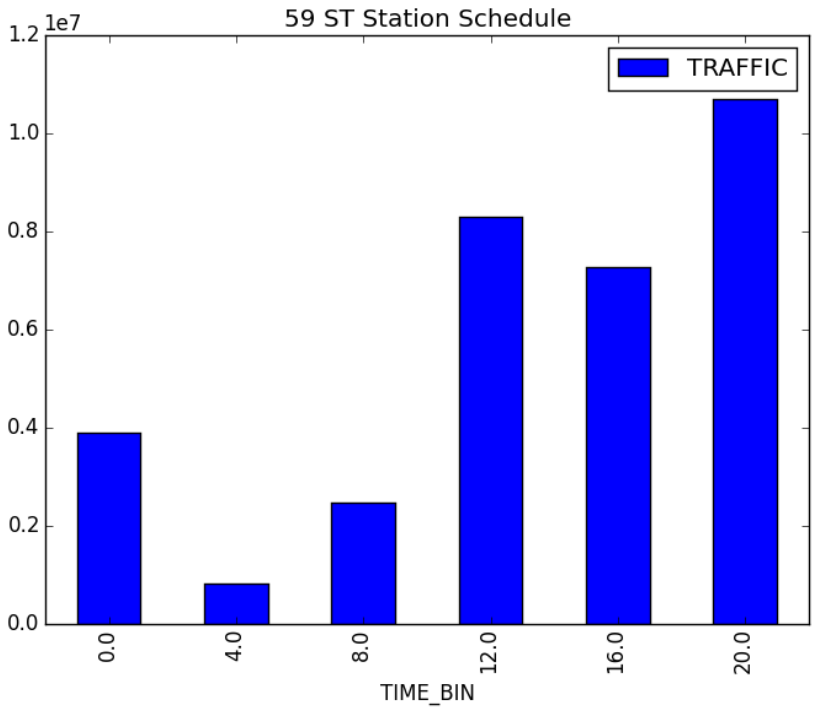
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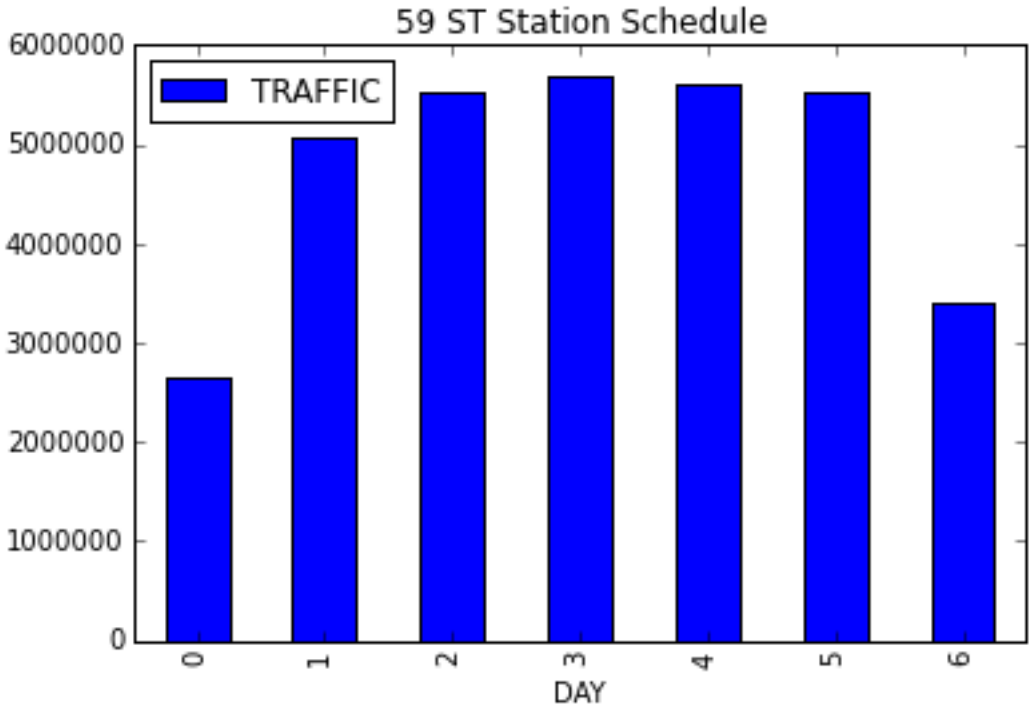
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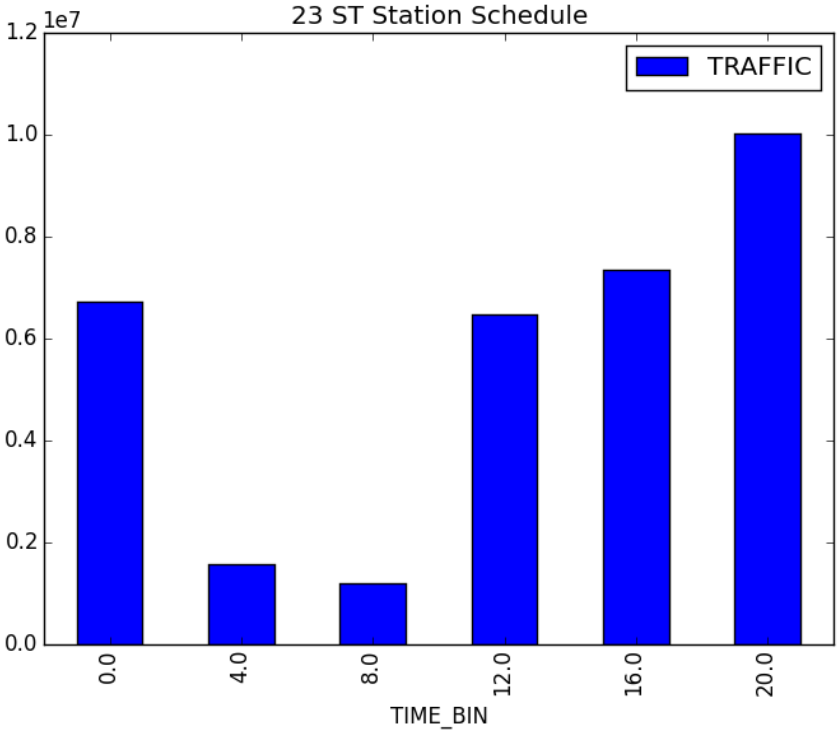
23 ST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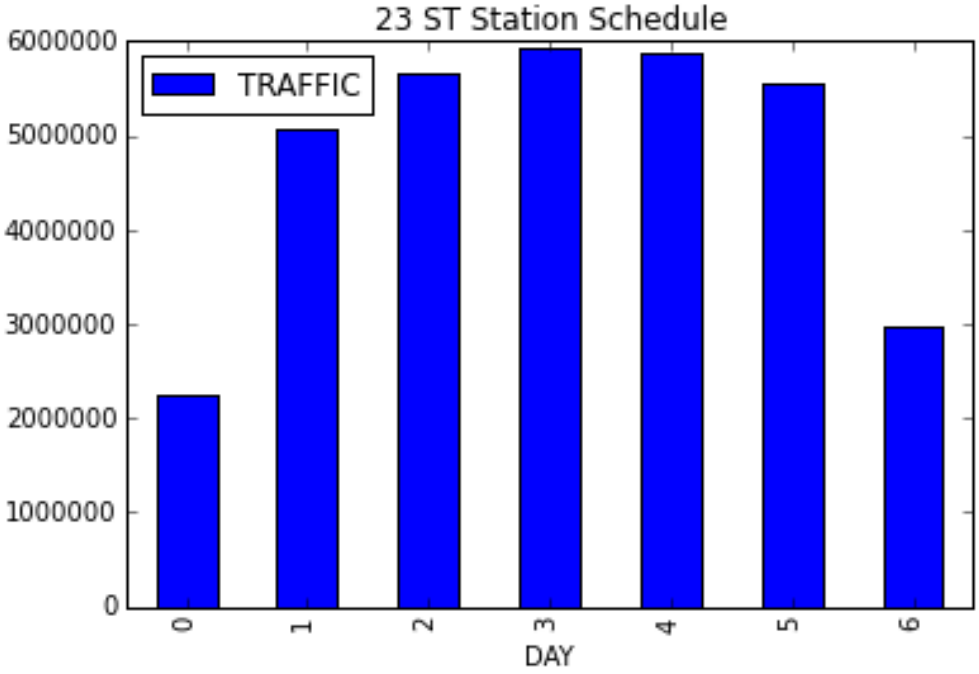
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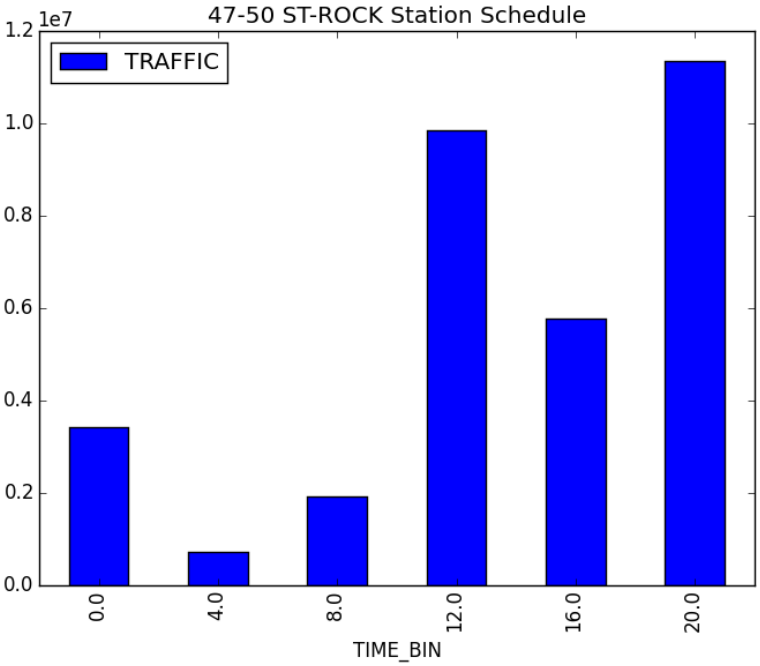
47-50 ST- ROCK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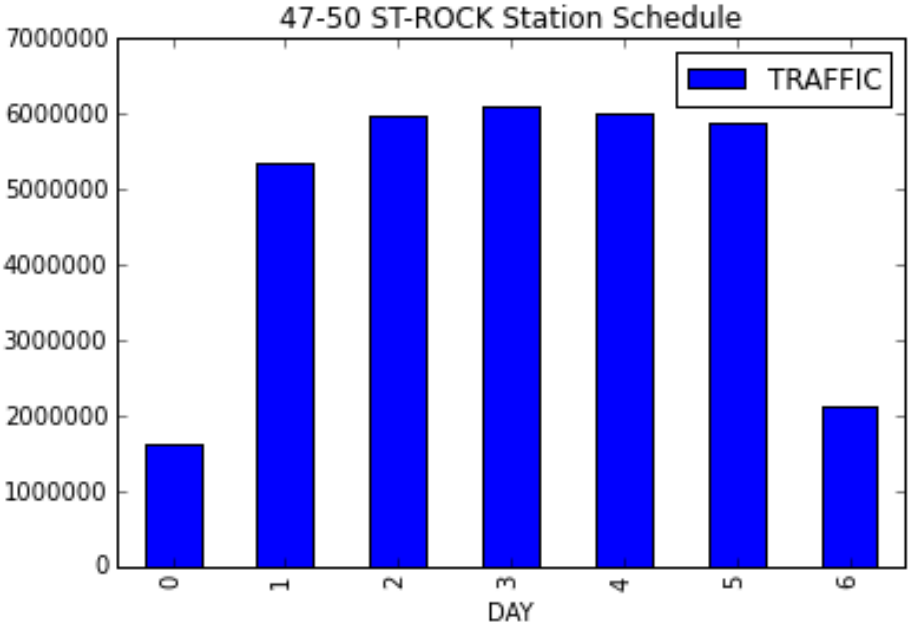
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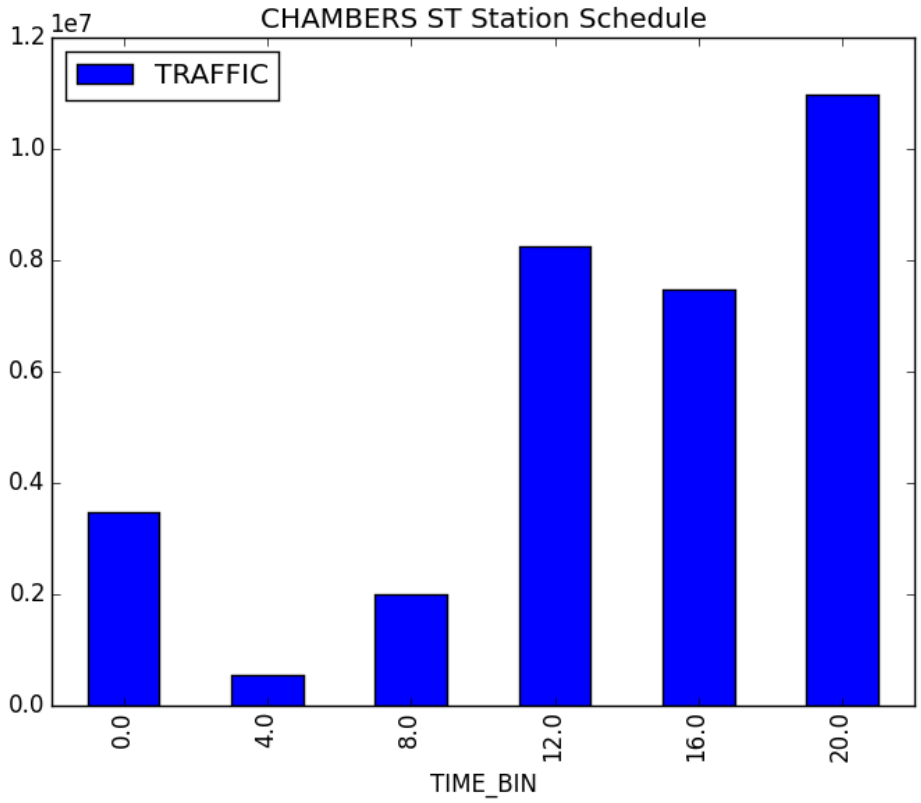
CHAMBERS ST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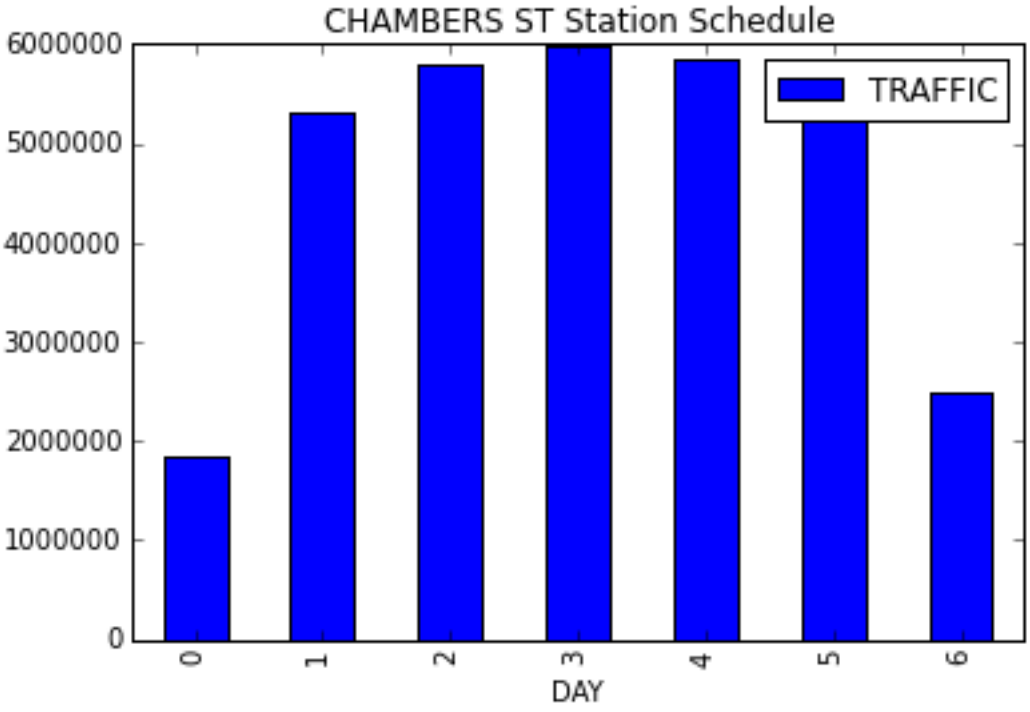
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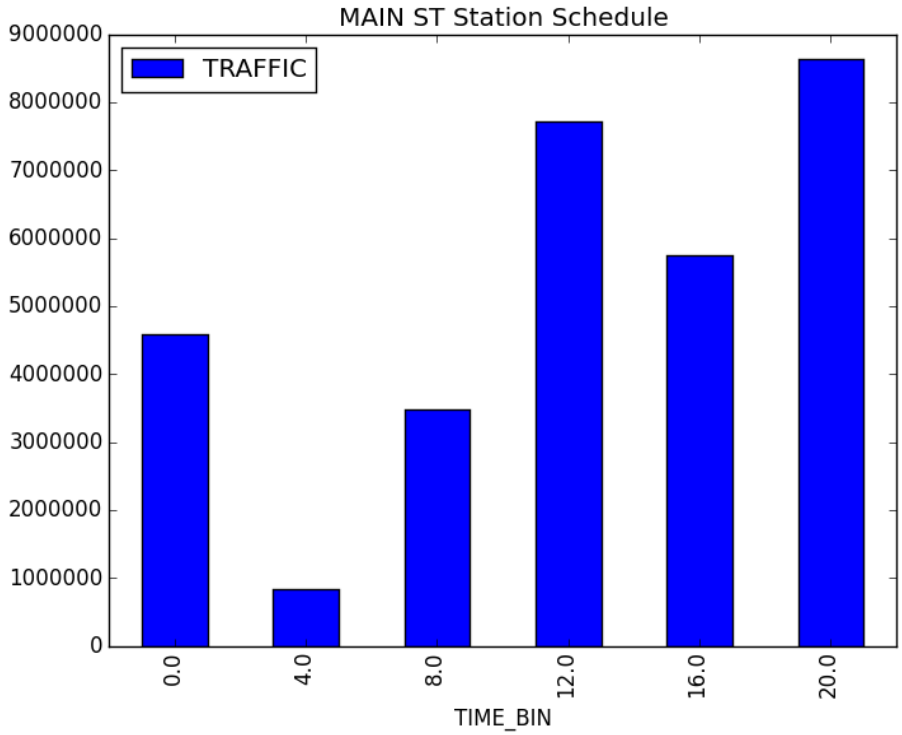
MAIN ST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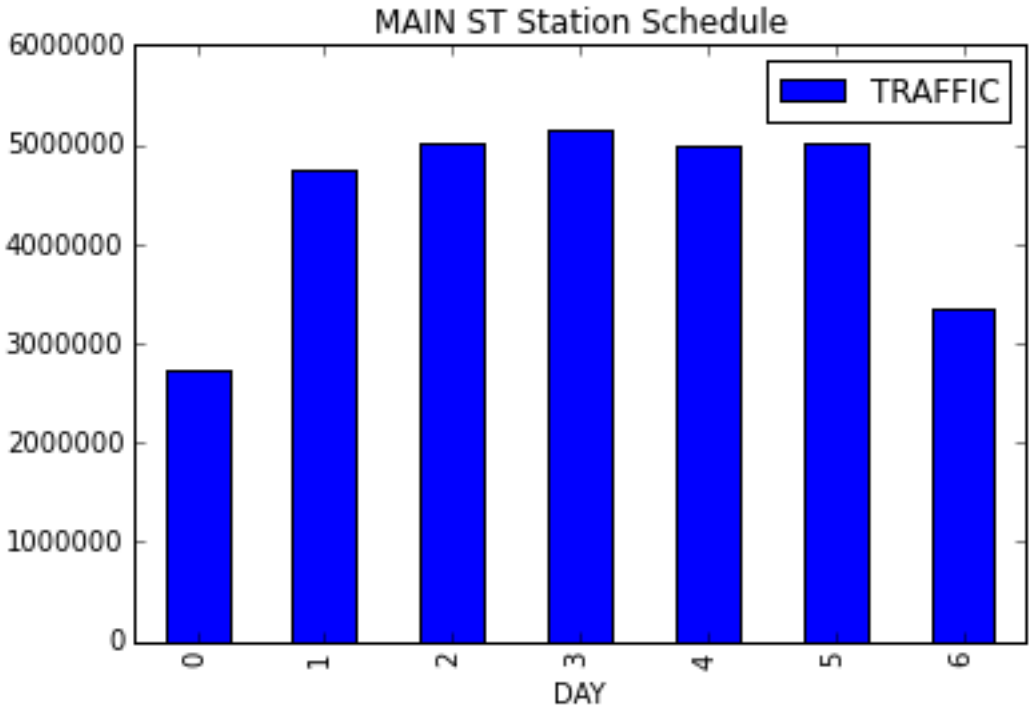
MAIN ST Station Schedule
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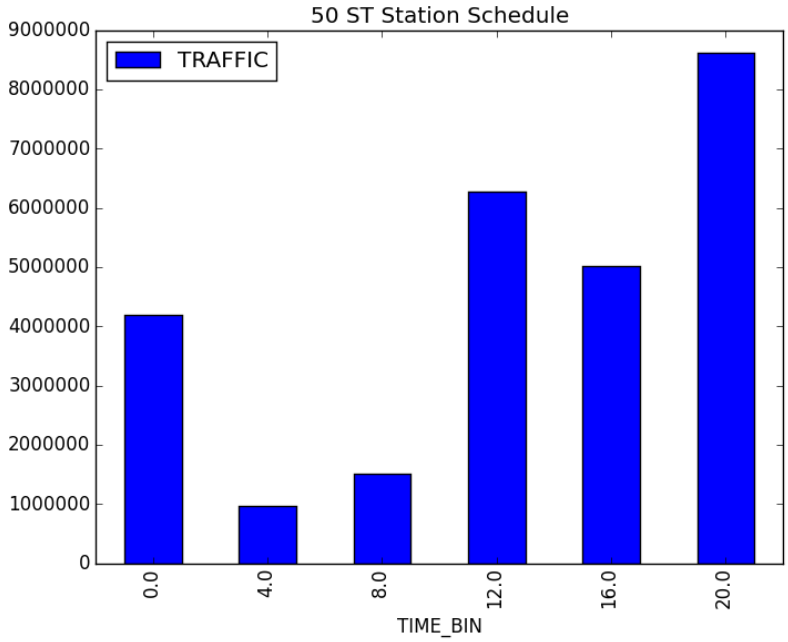
50 ST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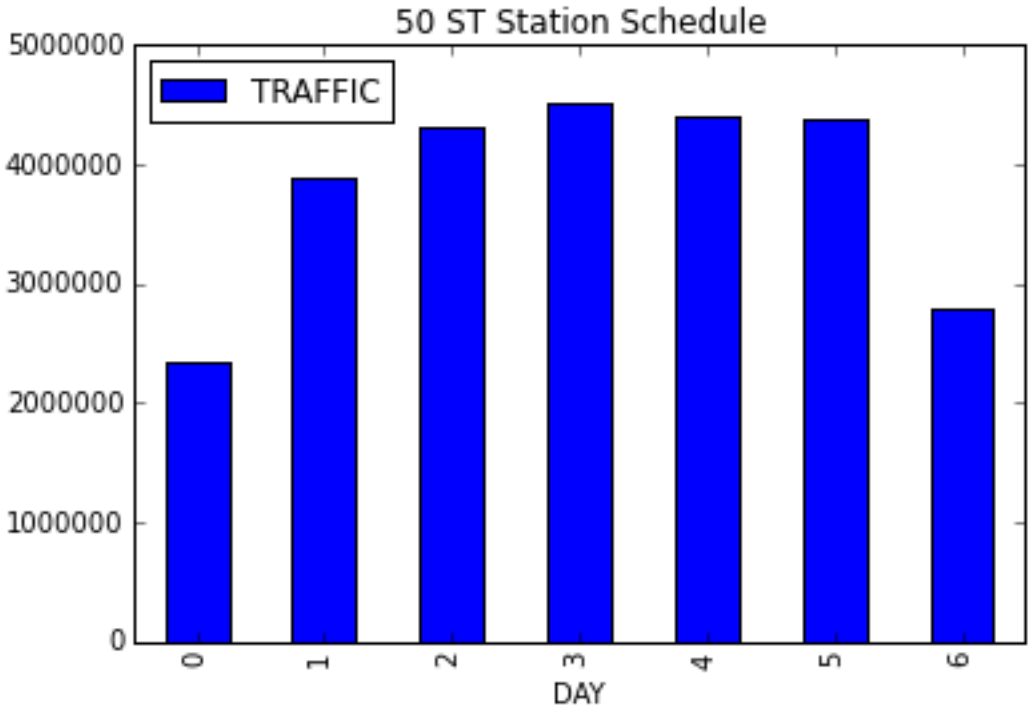
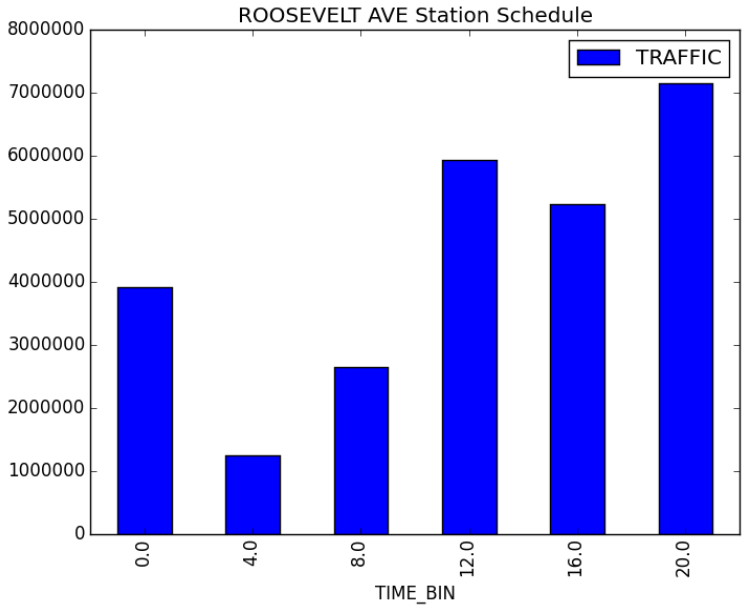
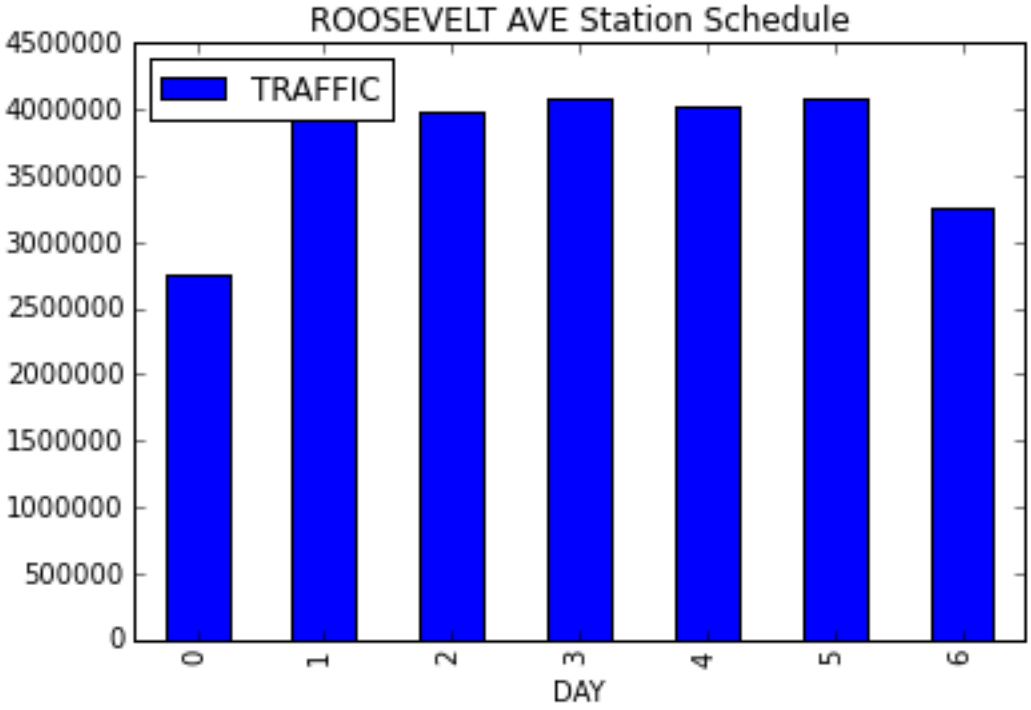
4000000
3000000
2000000
1000000
0
0.0
4.0
8.0
12.0
16.0
20.0
TIME_BIN

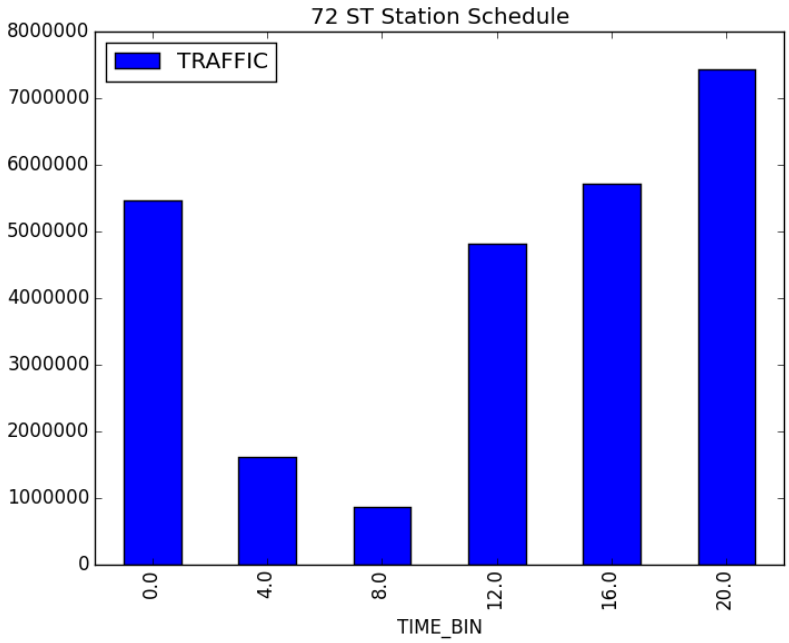

50 ST Station Schedule
TRAFFIC
5000000
4000000
3000000
2000000
1000000
0
0
1
2
3
4
5
6
DAY

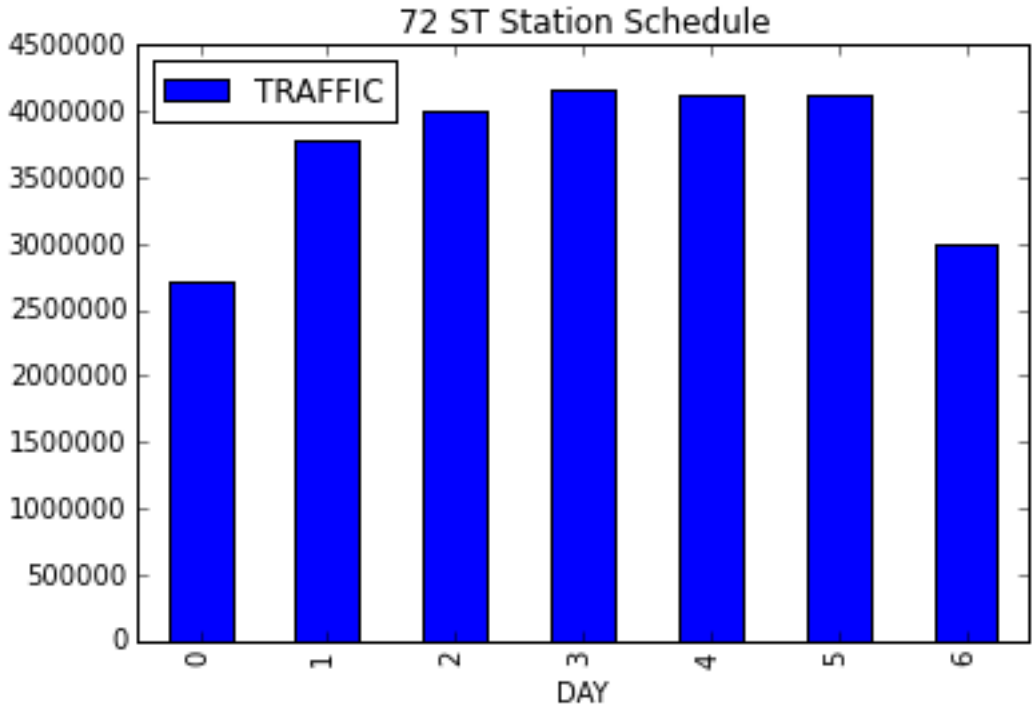
ROOSEVELT AVE





72 ST


72 ST Station Schedule
TRAFFIC
8000000
7000000
6000000
5000000
4000000
3000000
2000000
1000000
0
0.0
4.0
8.0
12.0
16.0
20.0
TIME_BIN


72 ST Station Schedule
TRAFFIC
4500000
4000000
3500000
3000000
2500000
2000000
1500000
1000000
500000
0
0
1
2
3
4
5
6
DAY