GOAL Line Study
Preliminary Results

Education Policy Innovation Collaborative
Michigan State University
Preliminary Results Include

• Analysis of survey responses

• Distance/drive time analysis based on address information
Survey Distribution

- In collaboration with CEC, a survey was emailed to all parents/guardians in the GOAL Line contact list on December 13th. The survey closed on December 24th, 2018.
- The survey asked about GOAL Line participation and satisfaction as well as the role of GOAL Line in school choice.
- The surveys were distributed via anonymous individual hyperlinks, enabling survey responses to be tied to other information about students including their grade and school attended.
Response Rates

• Overall response rate was 36% (134 respondents / 375 emails)

• Response rate for the group that confirmed their information and had GOAL Line cards printed was 45%

• Over 90% of respondents are those that had GOAL Line cards printed

• Parent/guardians of younger children were more likely to respond to the survey
  • Grades K-4: 38 to 44%
  • Grades 5-8: 24 to 34%

• Response rates also differed by type of school attended
  • DPSCD: 48%
  • Charter schools: 28%
The majority of respondents use the GOAL Line for transportation

Has your child ever used the GOAL Line for school transportation? (n=133)
- 17% NO
- 83% YES

In the past 30 days, how often has your child used the GOAL Line for school transportation? (n=111)
- Never: 5%
- About once or twice a month: 6%
- About once or twice a week: 6%
- About three or four times a week: 22%
- Almost everyday: 68%
Most respondents use the GOAL Line for after school transportation and programs

- **Do you use the GOAL Line for your child’s transportation to school in the morning? (n=106)**
  - 27% Yes
  - 73% No

- **Do you use the GOAL Line for your child’s transportation home in the afternoon? (n=107)**
  - 71% Yes
  - 29% No

- **Does your child attend GOAL Line afterschool programming? (n=131)**
  - 2% I did not know this was an option
  - 11% No - I’m not interested in GOAL Line afterschool programming
  - 20% No - I’m interested, but my child is on a waiting list
  - 67% Yes
Respondents report varied reasons for GOAL Line use

Why does your child use GOAL Line services? (Select all that apply) (n=129)

- Provides free afterschool care / programming: 60%
- Provides reliable transportation to and from school: 48%
- Flexibility - provides multiple drop-off and pick-up times and locations: 33%
- Allows me to send my child to the school I want him/her to attend: 14%
- Makes it easier to attend a Detroit school: 11%
- My child does not use GOAL Line services: 6%
- Other: 4%
Most who do not use GOAL Line in the morning report it is easier to take their child to school.
The majority of respondents are satisfied with GOAL Line services.
Most respondents attended a Detroit school last year

Prior to this year, what type of school was your child attending? (n=133)

- A school in Detroit Public Schools Community District (DPSCD): 48%
- A traditional public school outside Detroit: 29%
- Charter school in Detroit: 10%
- Charter school outside Detroit: 8%
- Other: 6%
30% of respondents report remaining in Detroit in part due to GOAL Line

**Pie Chart: Was GOAL Line a factor in your choice of school for your child this year? (n=116)**

- **30%**: Yes, I chose which school in Detroit (DPSCD or charter) to send my child to because of GOAL Line
- **58%**: Yes, I chose to keep my child in Detroit (DPSCD or charter) because of GOAL Line
- **12%**: No, GOAL Line was not a factor in my choice of schools for my child

**Legend:**
- No, GOAL Line was not a factor in my choice of schools for my child
- Yes, I chose to keep my child in Detroit (DPSCD or charter) because of GOAL Line
- Yes, I chose which school in Detroit (DPSCD or charter) to send my child to because of GOAL Line
GOAL Line contributed to respondents’ decisions to remain in Detroit

Did you consider sending your child outside the city of Detroit for school this year, whether district or charter? (n=131)

- 31% YES
- 69% NO

Was GOAL Line a factor in your choice of school for your child this year? (Conditional on "YES" to previous question, n = 35)

- No, GOAL Line was not a factor in my choice of schools for my child
- 14% of respondents chose to keep their child in Detroit (DPSCD or charter) because of GOAL Line
- 34% of respondents chose which school in Detroit (DPSCD or charter) to send their child to because of GOAL Line
Distance from home to GOAL Line is only slightly less than to school

Descriptive statistics of drive times and distances

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GOAL Line students live in NW Detroit

- Where do GOAL Line students live?
Key Takeaways

• Generally, survey responses indicate that GOAL Line users were already attending a Detroit-based school (whether DPSCD or charter) but GOAL Line provides a highly valued service to these families.

• Because of the limited sample size of this first survey, we cannot yet fully evaluate the impact that GOAL Line has had on keeping families in city school options. However, for some families, GOAL Line was a factor in their decision to stay in Detroit schools. Further, the high rates of satisfaction and awareness among these parents suggest the service is a meaningful component of their experience with Detroit schools.

• Distance to the GOAL Line is only slightly less than distance to school, indicating that there may be other factors contributing to choice of stop and/or frequency of use, than simply distance to school.
Next Steps

• What information would be most helpful to guide upcoming decisions?

• As an example, we can update information previously provided about school attendance patterns, such as:

• Proportion of students attending school outside of Detroit, by zip code (SY 2013-14)

Note: The dark red triangle in the Northeastern part of the area include Hamtramck and Highland Park, which have their own school districts.
Next Steps

• Full technical report with more in-depth information
• Analysis of ridership data to better understand usage and time spent in transport
• Follow-up survey to learn more
  • How students are transported to GOAL Line stops
  • Opinions of less frequent users
• Linking to student information, comparing to other students
  • Demographics
  • Attendance
  • Achievement
Thank You!

Emily Mohr (emohr@msu.edu) – Managing Director
Kaitlin Anderson – Post-Doctoral Research Fellow
Education Policy Innovation Collaborative (EPIC)

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