



# *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 13<sup>th</sup>. The survey closed on December 24<sup>th</sup>, 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.



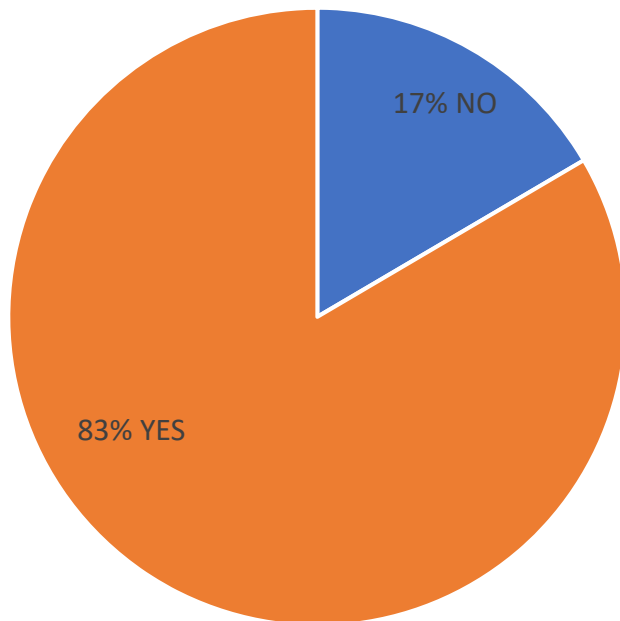
# *Response Rates*

- 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%

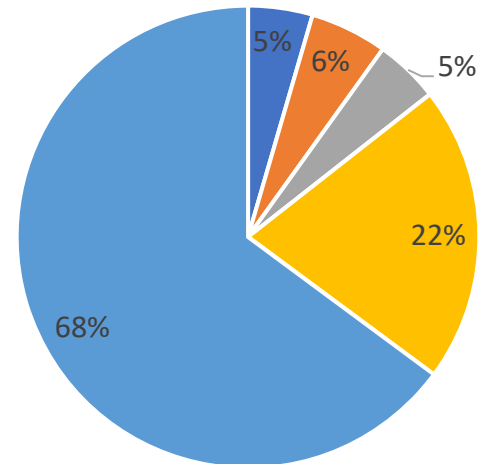


# *The majority of respondents use the GOAL Line for transportation*

Has your child ever used the GOAL Line for school transportation? (n=133)



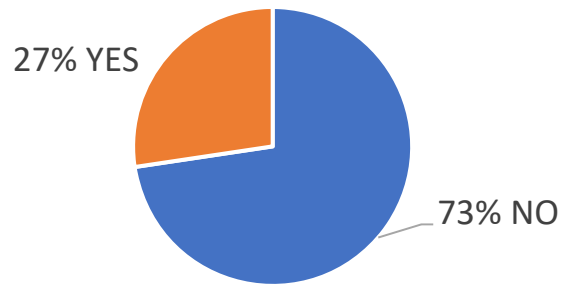
In the past 30 days, how often has your child used the GOAL Line for school transportation? (n=111)



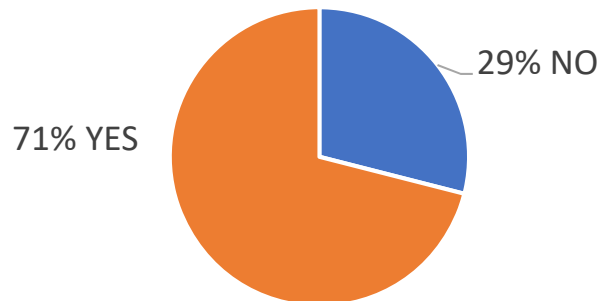
- Never
- About once or twice a month
- About once or twice a week
- About three or four times a week
- Almost everyday

# Most respondents use the GOAL Line for after school transportation and programs

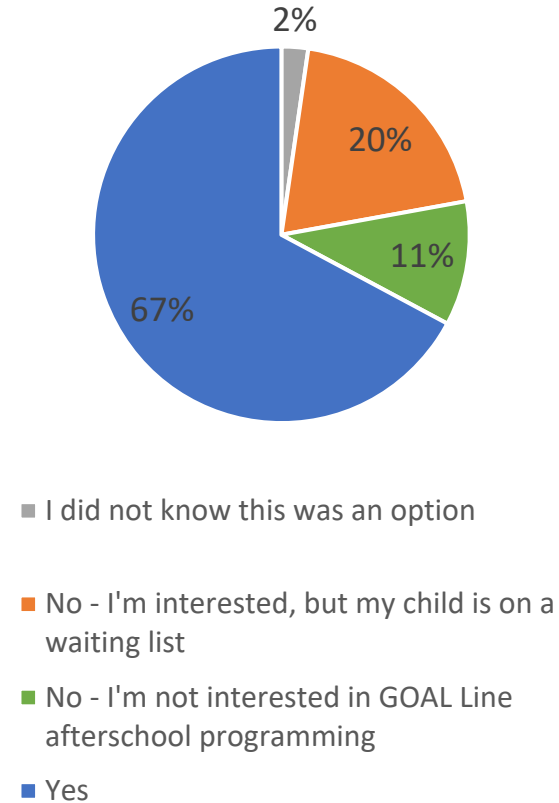
Do you use the GOAL Line for your child's transportation to school in the morning? (n=106)



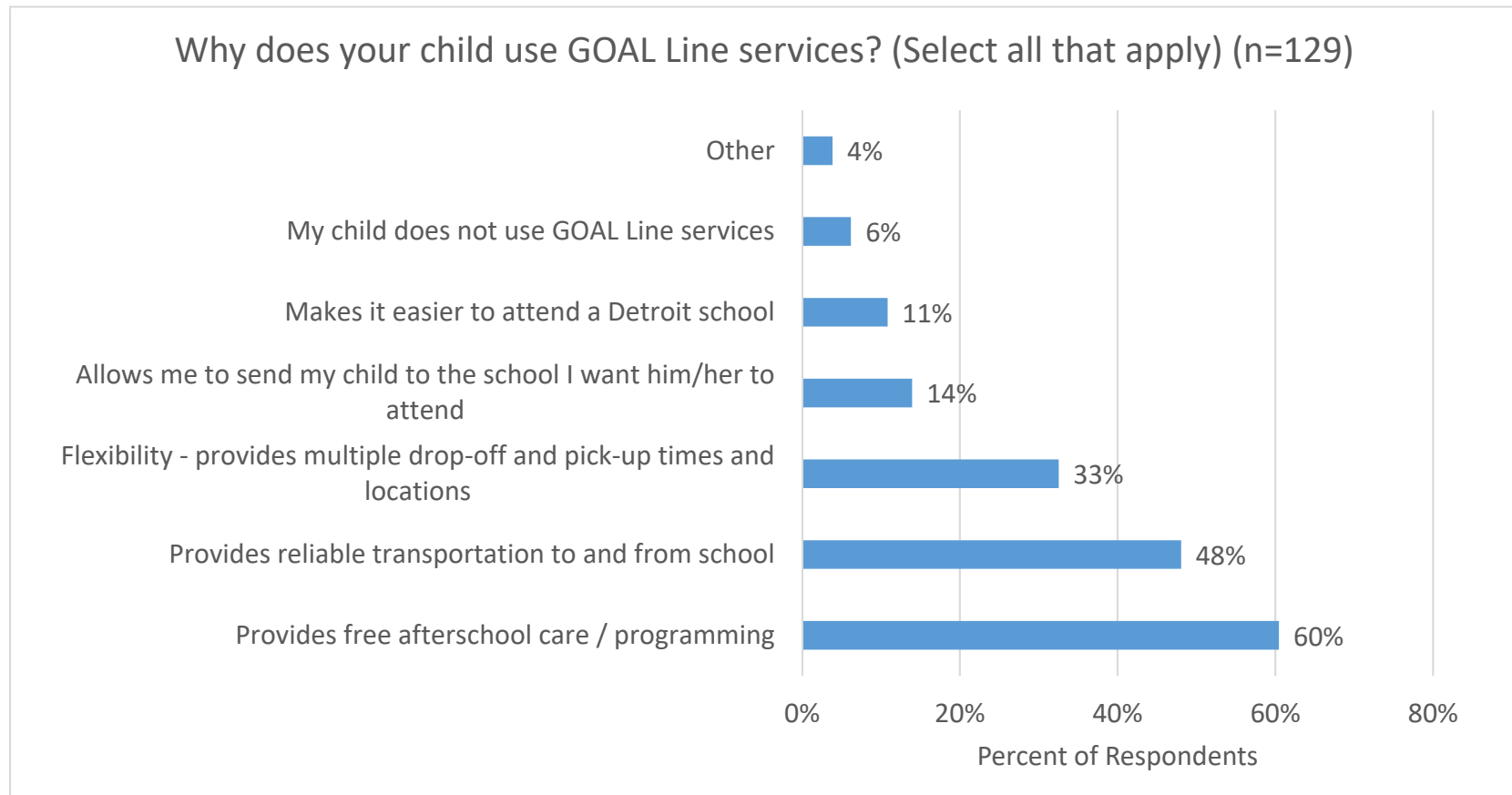
Do you use the GOAL Line for your child's transportation home in the afternoon? (n=107)



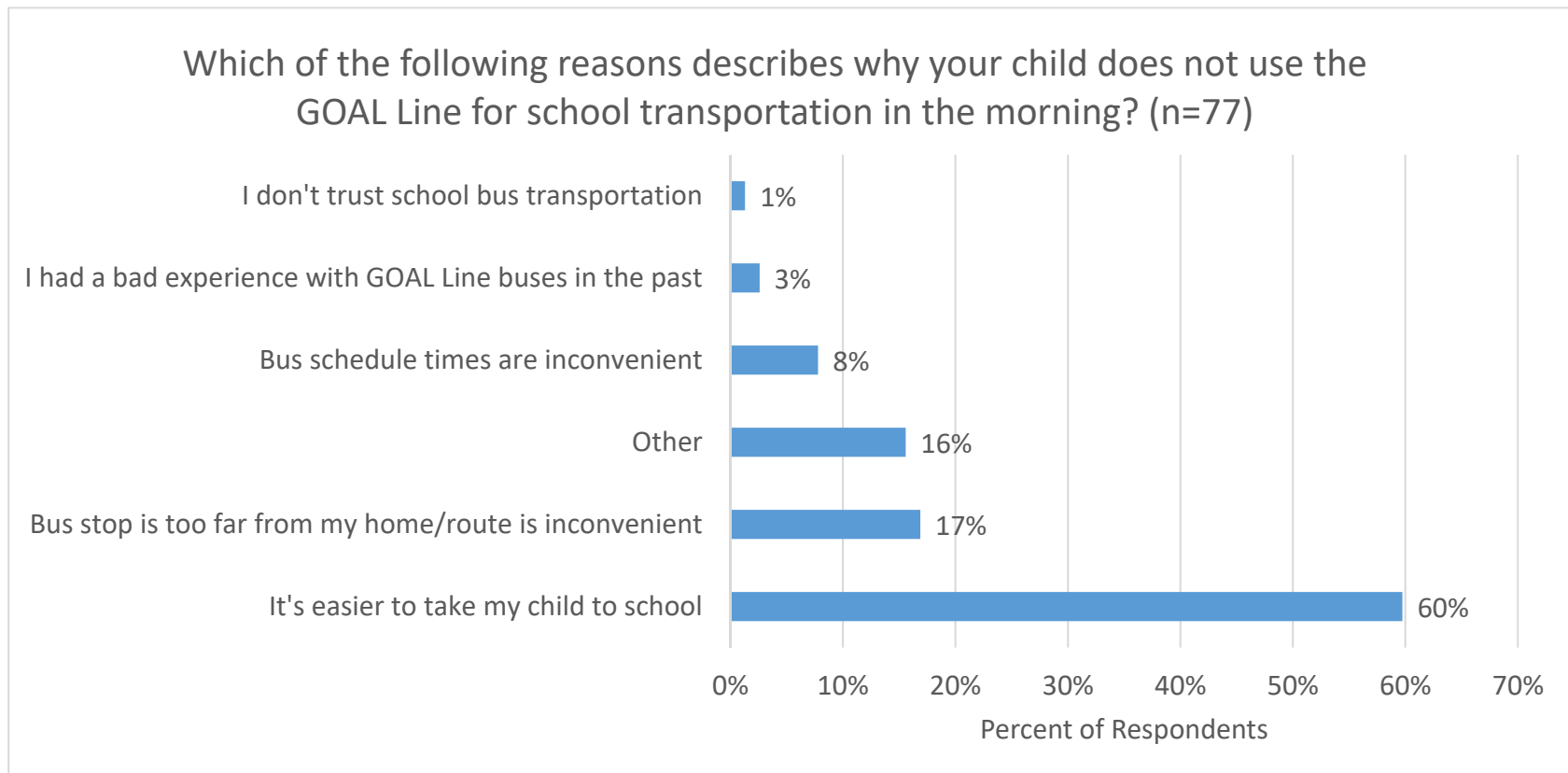
Does your child attend GOAL Line afterschool programming? (n=131)



# Respondents report varied reasons for GOAL Line use

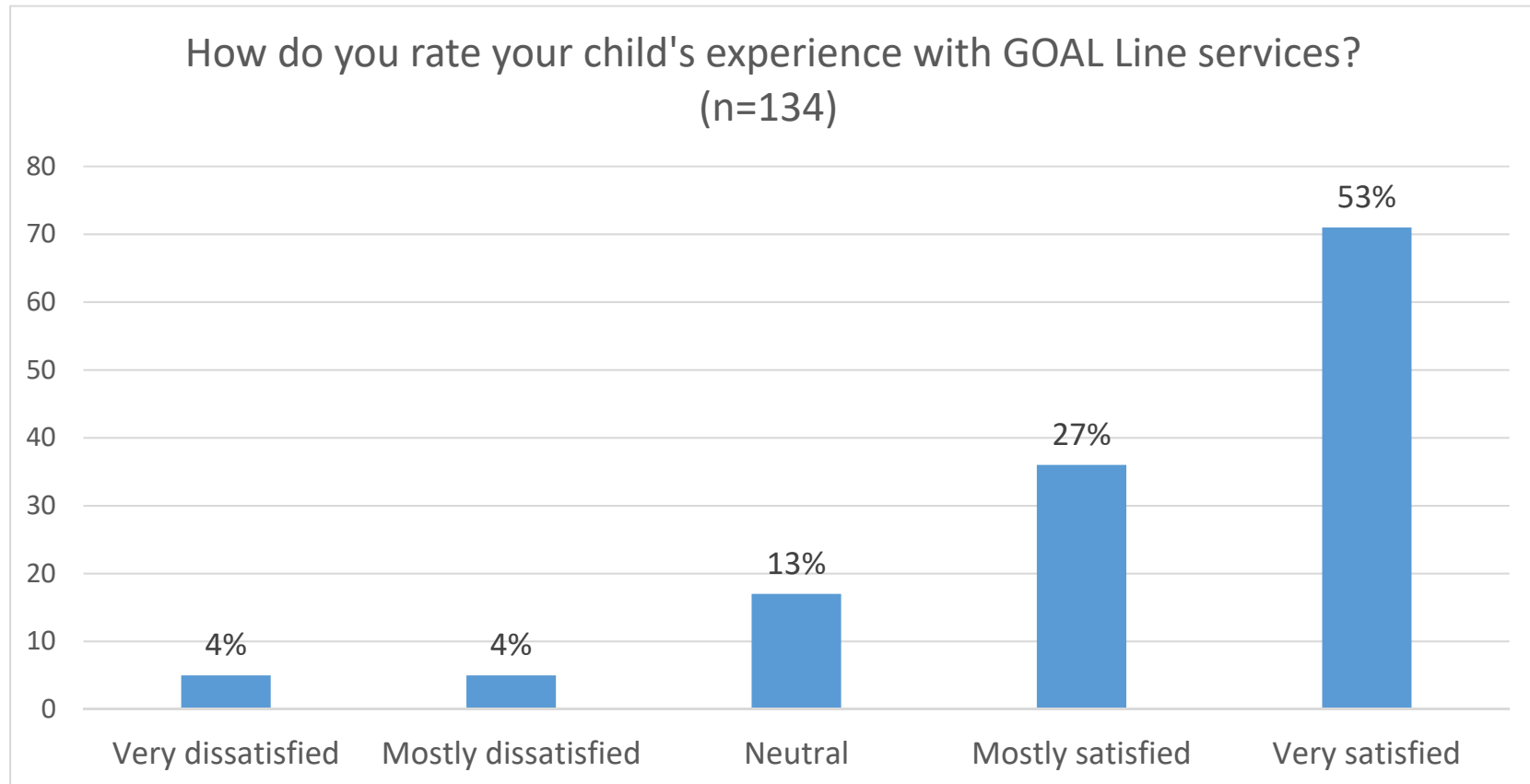


# *Most who do not use GOAL Line in the morning report it is easier to take their child to school*

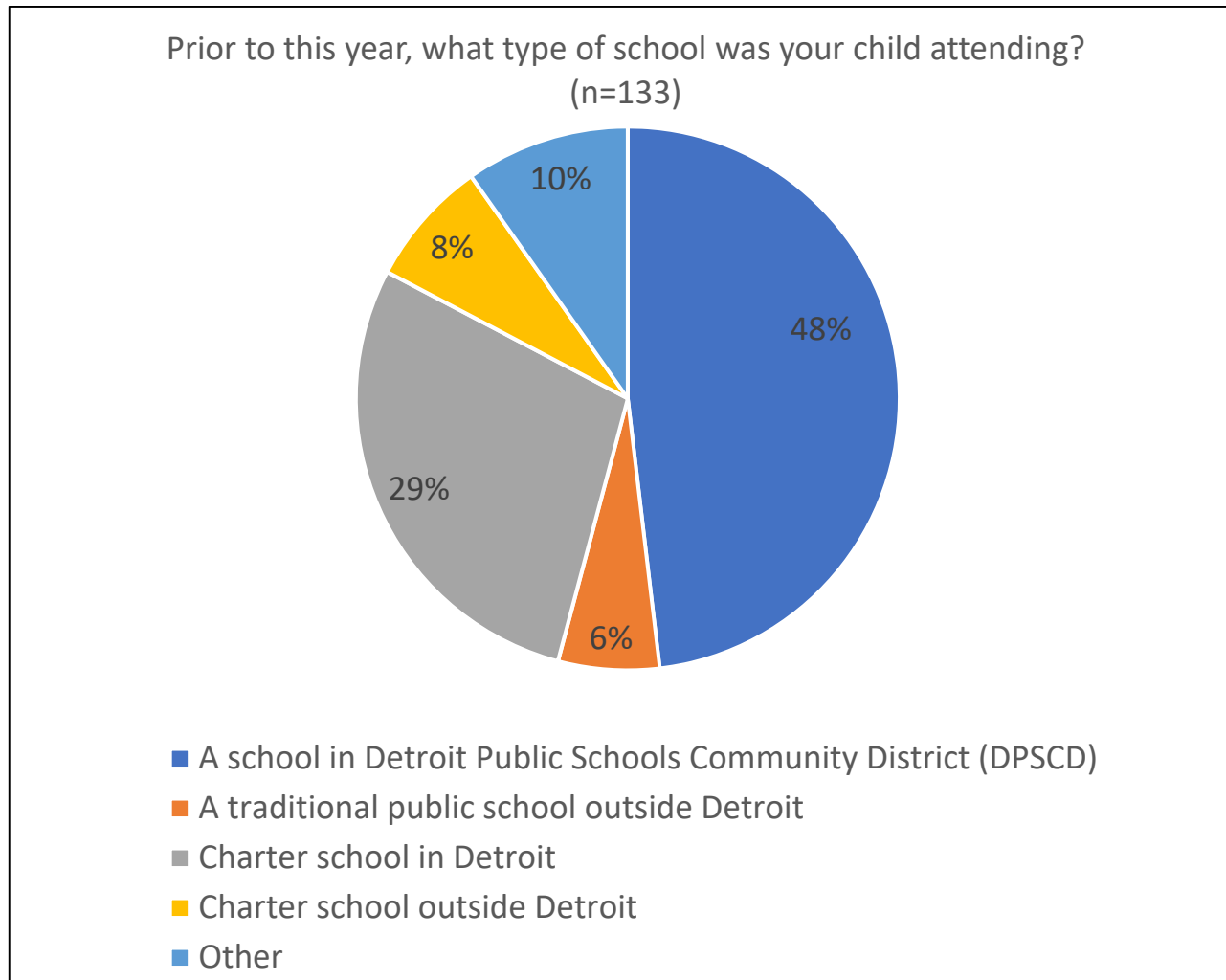




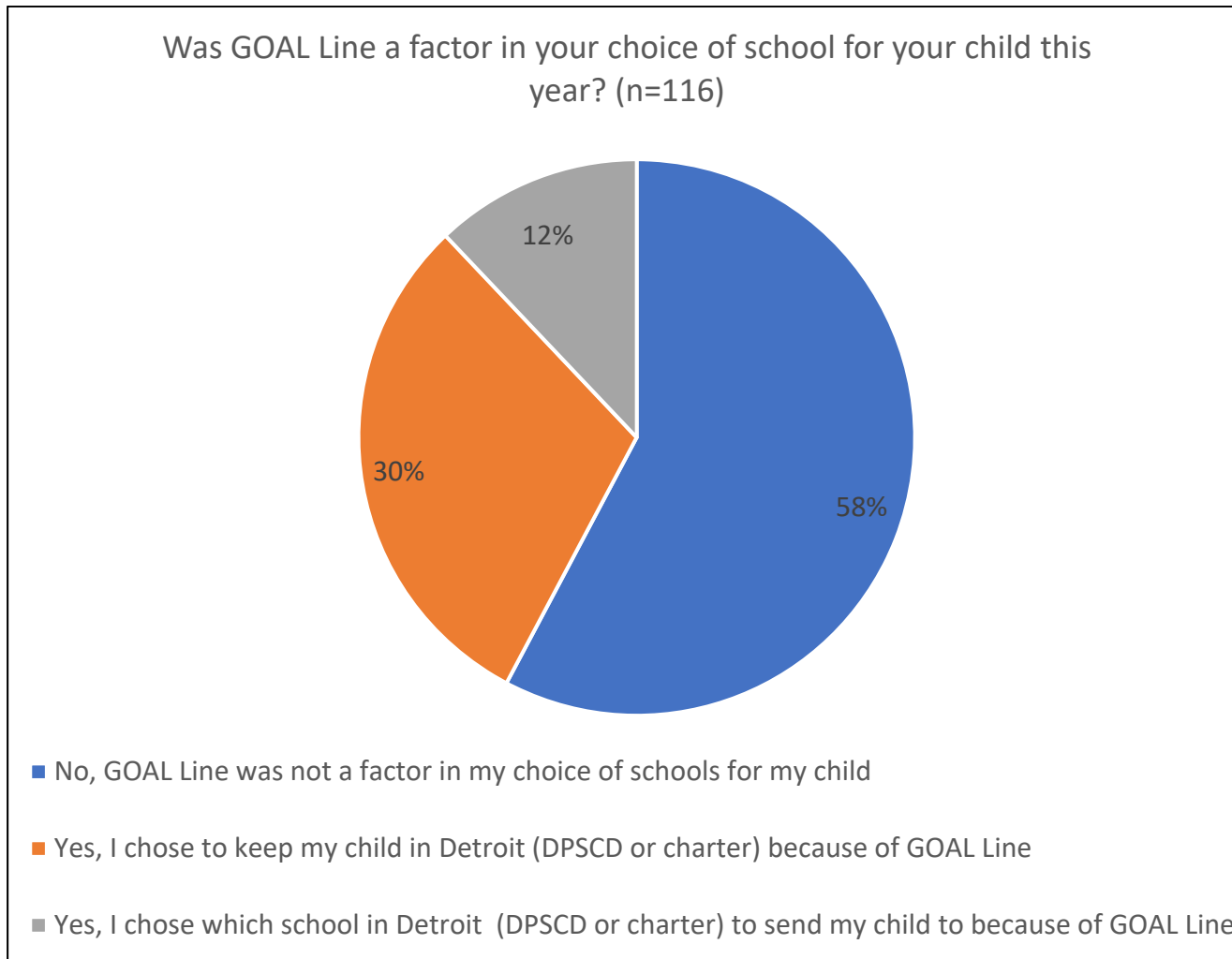
# *The majority of respondents are satisfied with GOAL Line services*



# *Most respondents attended a Detroit school last year*

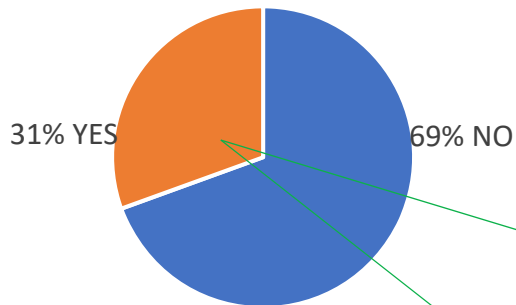


# *30% of respondents report remaining in Detroit in part due to GOAL Line*

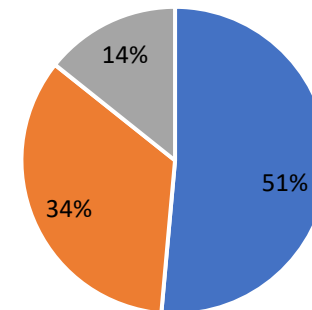


# *GOAL Line contributed to respondents' decisions to remain in Detroit*

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



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
- 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

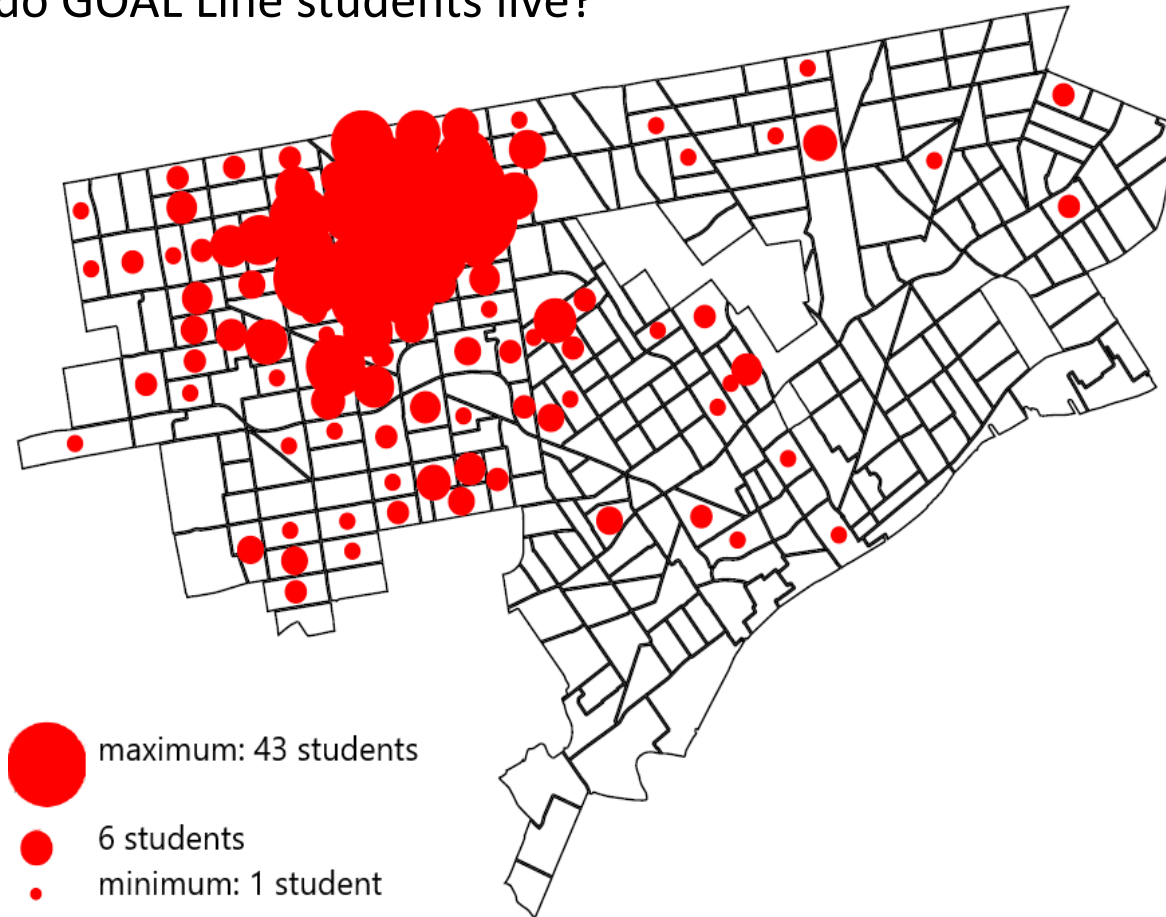
# *Distance from home to GOAL Line is only slightly less than to school*

## Descriptive statistics of drive times and distances

	# Students	Mean	Min	Max
<b>Drive Time (Minutes)</b>				
Driving Time to School	643	7.9	0.4	30.3
Driving Time to AM Pick-up Location	270	6.3	1.0	22.6
Driving Time to PM Drop-off Location	549	6.8	0.4	30.3
Difference in Travel Time (School - PM Stop)	549	0.8	-11.5	10.9
Difference in Travel Time (School - AM Stop)	270	1.5	-11.5	10.9
<b>Distance (Miles)</b>				
Driving Distance to School	643	2.9	0.1	17.2
Driving Distance to AM Pick-up Location	270	2.3	0.2	17.4
Driving Distance to PM Drop-off Location	549	2.5	0.1	17.7

# *GOAL Line students live in NW Detroit*

- Where do GOAL Line students live?

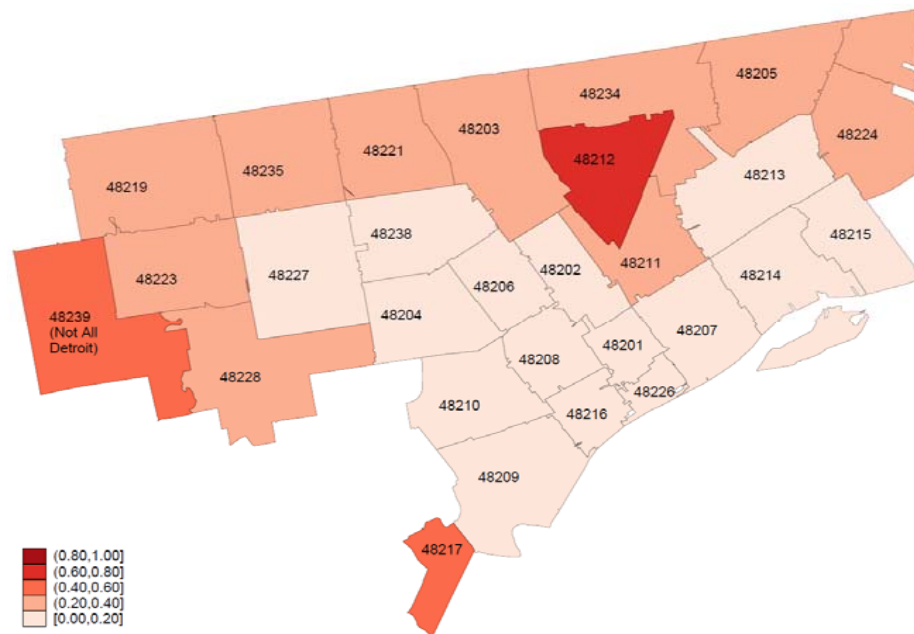


# Key Takeaways

- 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!*

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