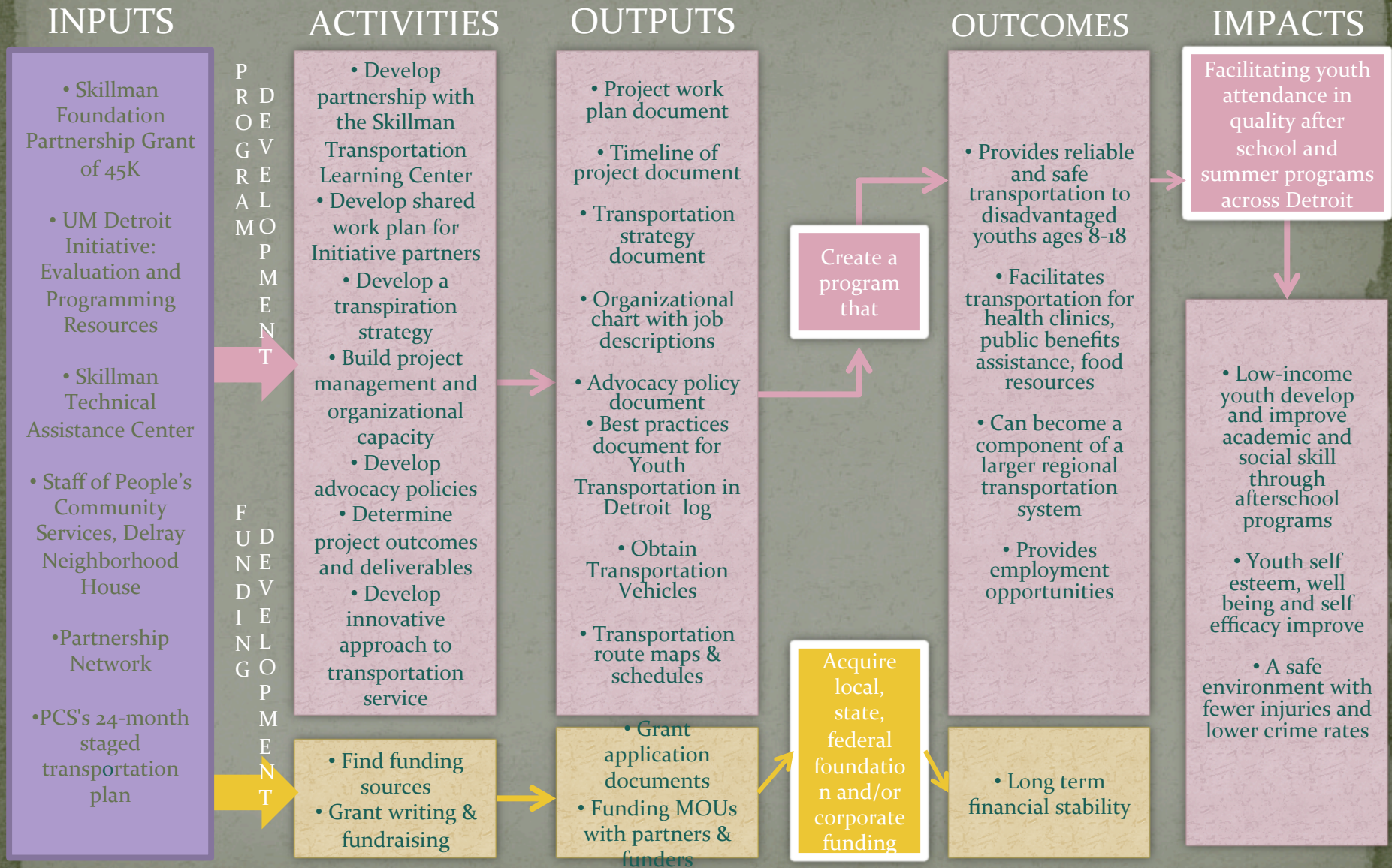


# Detroit Youth Transportation Project

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**Problem Summary:** Safe and reliable transportation is not currently available to many Detroit students who are interested but unable to attend afterschool programming. The Youth Transportation Initiative seeks to provide a viable solution to this problem.



# Evaluation Questions

## Tracking Benchmarks Accomplished & Monitoring Planning Activities

### - Process Evaluation -

<b>Fund Development</b>	<ul style="list-style-type: none"><li>◆ Was there a funding plan created?</li><li>◆ How were potential funders engaged &amp; recruited?</li><li>◆ How many grants were applied for?</li></ul>
<b>Marketing</b>	<ul style="list-style-type: none"><li>◆ Was there a marketing plan created?</li><li>◆ What types of media were used to raise awareness of the program?</li><li>◆ Were they appropriate for the targeted communities?</li></ul>
<b>Partnership</b>	<ul style="list-style-type: none"><li>◆ Was there a steering committee created?</li><li>◆ How many agency "hub" partners were involved?</li><li>◆ What was the nature and process of the collaboration?</li><li>◆ Was there a multi-year, collaborative transportation plan created?</li><li>◆ To what extent was the community involved in planning?</li><li>◆ Was the pilot route implemented?</li></ul>

## Assessing Youth Participation and Needs

### - Formative Evaluation -

- ◆ How many youth participate in afterschool programs, where, and what types?
- ◆ What transportation do they use and to what extent is their participation or lack thereof related to transportation access?
- ◆ Would families be able to pay for transportation, as the plan outlines, and would it affect frequency of use?
  - ◆ what are the safety concerns and other barriers to utilizing the service?

# Methodology

- **Design**
  - Formative Evaluation
- **Sample**
  - Hub Partners, parents, youth and program staff
- **Measurement**
  - Measure: usage, current and future demand, barriers to use
    - Tools:
      - ~ Five-point Likert scale, precoded (yes/no) and open-ended response sets
      - ~ Focus groups (3), parents, youth and afterschool activity providers
- **Data Collection**
  - MSW interns will administer, collect the surveys and focus group responses
- **Data Analysis**
  - Mixed methods:
    - ~ Quantitative scored for univariate age and response frequency
    - ~ Qualitative themes– especially regarding barriers

# Results and Recommendations

- **Best Practices for Program Success:**

The results of the formative evaluation should reveal best practices for program success and financial sustainability into the future.

- **Marketing and Fund Development:**

The formative evaluation will track marketing and fund development activities and provide insight into successful strategies for the future

- **Collaboration Process:**

While the results cannot be predicted, the evaluation should provide a clear and comprehensive picture of the nature and process of the inter-agency partnerships.

- **Market Need:**

Based on previous research indicating lack of pedestrian routes, limited bus routes, and access to personal vehicles among our population, we expect the need for a youth transportation program to be high

- **Fees:**

The \$1 per ride or \$30 per year fee may be a significant barrier to service usage. We recommend future research on how to mitigate these costs for the client base such as having HUB partners pay dues or subsidizing fares for low income clients

# Questions & Answers

