

LA YOUTH COUNT

SUMMARY OF 2024 AND PRIORITIES FOR 2025

WHAT WENT WELL

- Social media promotion and toolkit
- Meetings and participation leading up to youth count
- The ESRI app worked much better than in previous years
- Lens Co staff support and community support
- Goodie bags that were passed out during the Youth Count Launch event
- People love the new shirt designs and merch
- Reduced waste by designing merch and promotion materials that could be used for future youth counts

WHAT COULD BE IMPROVED

- Room for improvement was listed around the timing and piloting of the ESRI app
- Assuring that more people are invited to the planning meetings and are aware that they are happening
- Having more resources for outreach and participant engagement
- Enough t-shirts for all youth count participants (we ran out too quickly)

REFLECTING ON THE PRIORITIES THAT WERE IDENTIFIED IN 2023

- Advocate for gift cards for all participants approached, regardless of homelessness status
 - **This change was implemented successfully**
- Increasing the number of gift cards that are distributed to each SPA at the beginning of the week
 - **This was addressed. We have leftover gift cards but they can be used next year**
 - **Additionally, we opened the flexibility of having a digital gift card as an option**
- Continuing LAHSA staff volunteer support
 - **This continued but volunteer recruitment remains difficult but can be improved**
- Increasing support from paid staff with lived experience of youth homelessness as surveyors, engaging members of Youth Action Boards
 - **We weren't able to accomplish this due to capacity**
- Allowing time to pilot the data collection app, dashboard, and workflow
 - **This continued to be a challenge but was limited by ESRI**
- Refining online training, youth count promotion, and events
 - **Promotion and social media connected with the Young People to the Front movement were a major success**
 - **Online training could still be improved however delays in app updates limited our capacity to update the training**

YOUTH COUNT SURVEYOR FEEDBACK

- A short evaluation was sent out to all of those who participated as a Youth Count Surveyor using the list of those who completed the online training and those who signed up for a volunteer shift. The feedback questionnaire was also shared with Youth CES leads who were asked to share it with their networks.
- A total of 33 respondents completed the feedback questionnaire.

- The majority of participants were Youth Agency Staff (53%), SPA leads (13%), volunteers connected to an organization (19%) and volunteers not connected to an organization (6%).
- Slightly over half of the respondents (53%) reported that this was their first Youth Count. Three percent were volunteering for the 7th or more time.

SPA PARTICIPATION

- 75% of participants rated their overall Youth Count experience and satisfaction as above average with "Great" being the highest endorsed response (54%)
- Support from Lens Co was rated above average with 27% rating Lens Co as A+.
- LAHSA + Systems Partners support was rated average.

TRAININGS AND PLANNING MEETINGS

- Online training (41%) and Blitz Days (38%) were listed as the top things that people believed went well.
- Communication and Information sharing (28%) and volunteer recruitment (24%) were listed as the next top two things that went well and noticeably improved from the previous year.
- However, 57% of people said there were not enough planning meetings.

SURVEYING AND THE APP

- 67% of people said they felt like the amount of youth surveyed was "less than expected." This was the same as previous years evaluations.
- People overall mentioned that the incentives and amount of gift cards that were given were much better than in previous years. However, people continue to advocate gift cards to be a higher price (more than \$7).
- The new gift card policy was mentioned as one of the improvements.
- 62% of folks rated the ESRI application as over average this year and identified the surveying portion of the application to be the most useful and census tract navigation to be the least useful.

ADDITIONAL SUGGESTIONS

- Identifiable vests or stickers for Youth Count 2025 (these would be on cars and on individuals volunteering)

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