



County of Santa Cruz

2024 Homeless Count & Survey

| Purpose of the 2024 Count

- Enable the CoC to effectively measure program & policy impact
- Increase community understanding
- Valid & accurate data that meets federal data reporting requirements
- Retain & improve funding
- Link to strategic, program & policy planning

| COUNTY CoC/ Key Oversight Roles

- Planning Input
- Recruitment & Participation of Key Stakeholders
- PIT Count Logistics
- Outreach

ASR's Approach

- Participatory Approach
 - Guides
 - Online route selection
 - Hot Spotting
 - Faith groups
- Multi-Step Data Collection Process
 - General Count
 - Youth Count
 - Shelter Count
 - Survey
- Smartphone data collection



| Data Components

Count

- January 25th
- Unsheltered General Population Street Count
- Unsheltered Youth Street Count
- Shelter Count

Survey

- Sample Based
- Administered Subsequent to the Count
- Source of Data on HUD Subpopulations
- Potential for Community Questions

General Street Count

Dwelling or vehicle type *

- Street or outside
- Tent or makeshift structure
- Abandoned building
- Car
- Rv
- Van

Gender

- Male
- Female
- Transgender
- Unsure

Age

- Under 18
- 18-24
- 25-54
- 55+
- Unsure

Geo location

✓

- Early morning street count– 1.25 2024
- Peer led outreach teams of 2-3 people canvas each census tract in the county
- Continued covid concerns will lead to some changes – outreach teams sign up first, then volunteers
- App based data collection

| Process Improvement Ideas

- What worked well last year
 - Adult count
 - Youth count
 - Various tools (tract selection and app)
- What can we do better?

| Shelter & Institution Counts

- Prioritize HMIS Data
- Information from shelters not participating in HMIS with a digital survey
- Data is collected at the site level
- Data are geographically coded

| Surveys

- Interviews
- Shelter Surveys
- Street Surveys
- Survey Quotas

| Youth (<25) Count

- Youth Advisory Teams
 - Unaccompanied Youth
 - Youth in Families
- Targeted Street Count
- Peer Led Outreach Teams
- School Outreach

| Special Populations

- Families
 - Waitlist outreach
 - Schools-McKinney-Vento
- Encampments
- Vehicles
- Seniors (new age categories)

| Next Steps

- Begin volunteer recruitment (Mid November)
- Confirm key outreach and jurisdictional field support groups
- Begin identifying guides & surveyors
- Solidify Family and Youth administrative enumeration strategies (MV and waitlists)
- Plan deployment logistics – physical and virtual
- Discuss Survey Changes

Thank you!