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Youth Count 2026 - CoC Checklist

To begin the planning and preparation phase for YouthReach, CoCs should identify points of contact and should decide on a strategy that incorporates a combination of site-based, social media/public information, and street outreach methods

Community & Youth Engagement

CoCs should center youth voice by recruiting Youth Action Board members to their leadership team and engaging them early and consistently as key partners in planning and decision-making, including:

- Engage your local Youth Action Board and host agency staff
- Identify and engage key partners who work with youth **under 25** -
 - Potential partners include: advocacy organizations and legal service providers, community centers, homeless service providers, Local Management Boards, local government agency staff (social services, juvenile services, health departments, parks and rec), libraries, LGBTQ-and immigrant-serving organizations, and other direct service providers (mental health, substance use, etc.)
- Plan and host magnet events
- Promote the count in your community and on CoC and partners' social media

Targeted Marketing

Advertise the survey using: social media (Instagram/TikTok), local news, flyers, posters, and radio.

Distribute promotional flyers with the survey QR code at multiple locations, recommendations include:

- Public schools
- Public Libraries
- Youth-identified hotspots (e.g. malls, community centers, parks, clubs, laundry mats, fast food restaurants)
- Colleges, universities, and trade schools
- Soup kitchens/food pantries
- Homeless service providers
- LGBTQ+, BIPOC-centered youth service providers
- Local government offices (social services, health department, etc.)
- Local businesses and the Local Chamber of Commerce
- Places of worship
- Bus stops, ride share companies, and other transportation services
- Other service providers

