



2025 PIT Count Review

Agenda

- **Methodology**
- **Budget**
- **Timeline**
- **Labor Hours (Staff & Volunteers)**
- **Recruitment and Outreach**
- **Survey Review (Internal, Team Leads, CoC Agencies)**
- **Final Takeaways**



Methodology Process

- Review methodology options
- Ad Hoc PIT Workgroup created by Performance Monitoring Committee
- Methodologies presented by ECHO with recommendation
- PIT Workgroup votes and presents decision to PMC
- ECHO presents PMC methodology decision to Leadership Council for final approval.

Full Census Methodology

- Simultaneous full census count of all locations with interview data requested of each observed unsheltered individual.
- Completed within one night and allows for observational counts.
- Considered the “most accurate” due to being the most comprehensive
- Requires the highest number of volunteers and best practice requires nighttime count to reduce risk of double count.





Budget

Yr: 2024	Yr. 2025
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\$7,500	\$8,250
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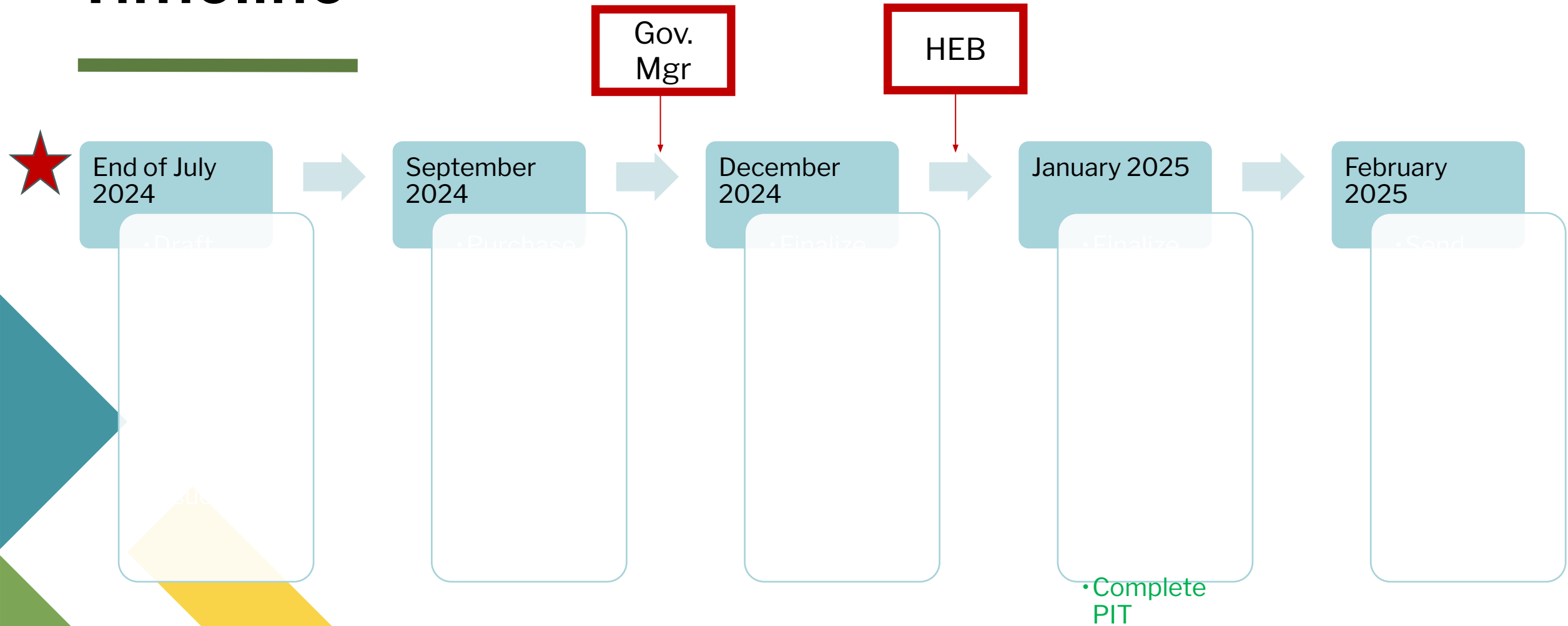
Total: \$15,750



Total Cost

2024 & 2025 Total
\$33,088

Timeline





Labor Hours

**Estimating an average 40-hour week
and four (4) weeks per month**

Dir. of Ops: 544

R&E Analyst: 264

TA & Program Support Mgr: 184



Volunteer Hours

Accounting for training, coordination, and night of Count.

6 hrs night of	General Volunteer s	Team Leads
1 hr training		
3 hrs – additional for team leads		
2 hours for coordination		

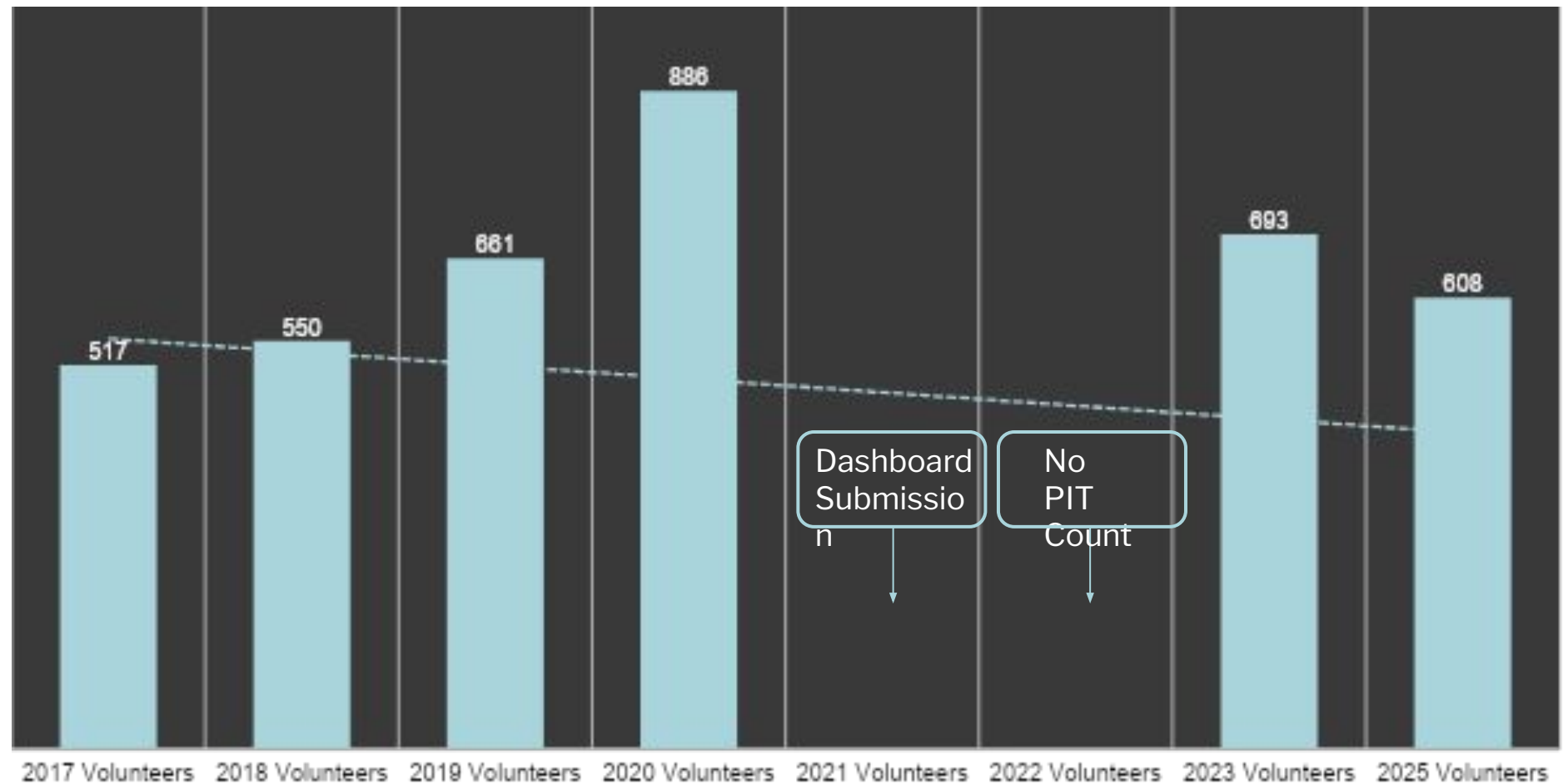


Volunteer #s

**Only accounts for registered
Volunteers.**

608 Total sign ups

Volunteers Over Time



Volunteer Recruitment



- Secure Team Leads first
- Leads asked to recruit for themselves.
- Additional volunteers determine their preference or receive feedback from ECHO
- Confirmation email includes schedule of trainings
- Leads confirm volunteers complete training.

Volunteer Recruitment/Publicity



- **Media Coverage**
 - Five TV interviews
 - Three print/web interviews
- **Social Media**
 - Two paid ads in Jan. 2025
 - \$200
 - Avg. click through rate of 2.5%
- **Email Marketing**
 - 15% conversion rate from general interest form
 - Outreach to former team leads, general volunteers, direct service providers



Lessons Learned

- PIT perceived as an overall success. Quality of communication noted appreciation of hot spot maps and team lead info sheets.
- There's a desire for more frequent communication during PIT, but also touch points in off years.
- Requests for planning/communicating starting in August and changing the date back to Friday.
- Desire for more training about how to use VolunteerLocal
- Friday ☐ Saturday dates are preferred
- Team Lead specific Training needed, especially for first time participants
- Corporate sponsorships will definitely be needed for fiscal and volunteer support
- Centralize volunteer materials
- Care Kits should be cold weather focused
 - Lighters
 - Cigarettes
 - Day Bus Passes
 - Cold weather items
- Need to build in a contingency for “no shows”

Success, with Notes

Achievable Next Steps



- Concerns for Future PIT Counts (2027):
 - Budget concerns – Costs may rise.
 - Governance issues – Need better internal alignment.
 - Community interest – Engagement might decline.
 - Manpower shortages – Certain sections had too few volunteers.
- Suggestions for Improvement in 2027:
 - Start planning earlier and streamline meetings.
 - Engage stakeholders (CoC and HRS) earlier.
 - Refine communication, especially with volunteers (e.g., reducing unnecessary emails).

Thank you

