




# STREETLIGHT CHICAGO

*Using Technology to Connect and Assist Young People in Need*





*One of the rising groups that are challenged with homelessness is young people between 16-24.*

Source: Chicago Coalition for the Homeless



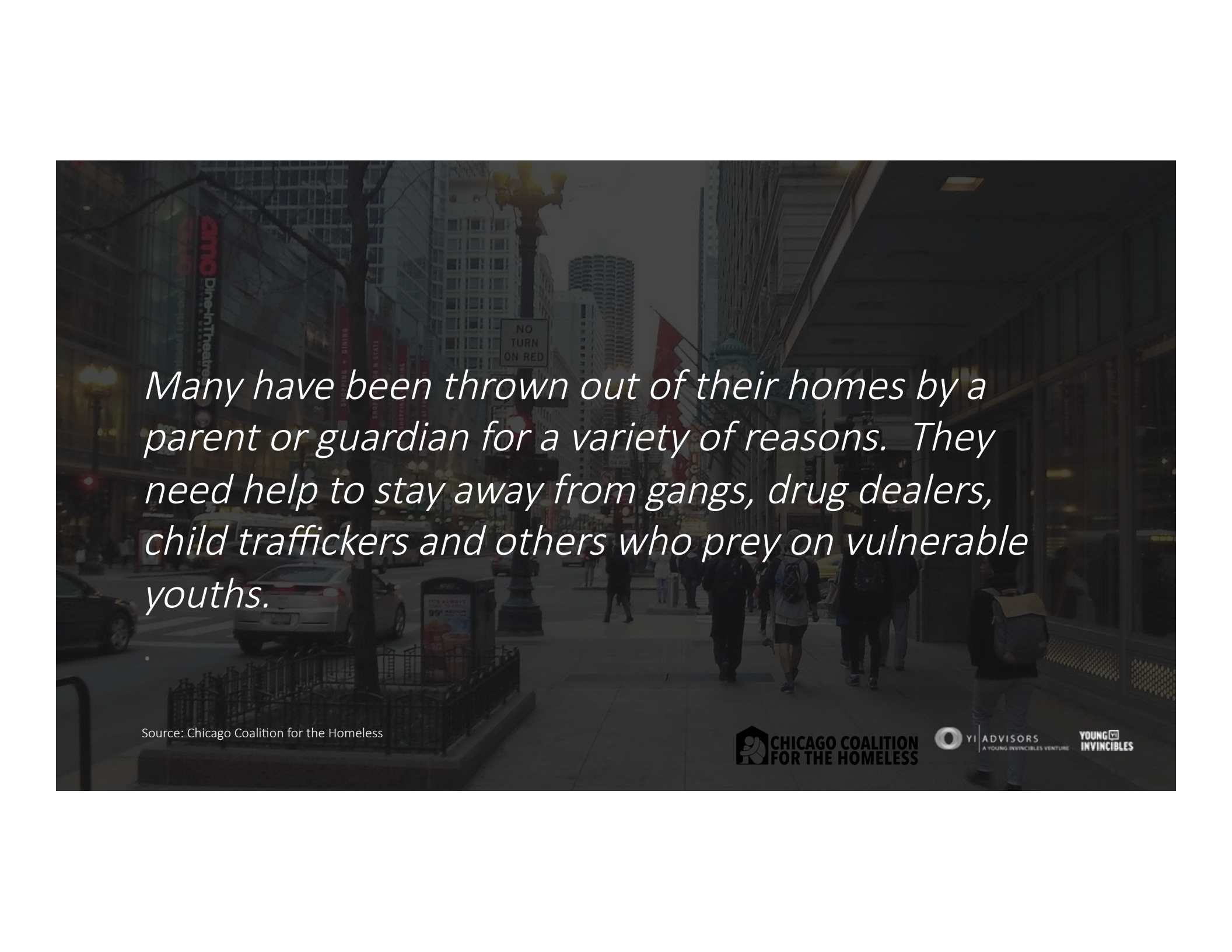




*Chicago is home to thousands of homeless youths including 18,000+ homeless students Chicago Public Schools (CPS) identified during the 2016-17 school year.*

Source: Chicago Coalition for the Homeless





*Many have been thrown out of their homes by a parent or guardian for a variety of reasons. They need help to stay away from gangs, drug dealers, child traffickers and others who prey on vulnerable youths.*

Source: Chicago Coalition for the Homeless







*There is support, compassion, and a path out for these youths but an innovative tool was needed to reach and connect with these vulnerable youths.*

Source: Chicago Coalition for the Homeless





*According to research, more than 62% of homeless youths have access to a mobile device.*

Source: Rice E, Lee A, Taitt S. Cell phone use among homeless youth: potential for new health interventions and research. J Urban Health 2011 Dec







## A Digital Lifeline

Supported by the VNA Foundation, Young Invincibles / YI Advisors designed and built **StreetLight Chicago** in partnership with the Chicago Coalition for Homeless.

Available now in both mobile app and web format, this free tool gives timely information about the resources available to help youth who are homeless and living on their own.



# STREETLIGHT CHICAGO

## Key Features



### Emergency Services

Access to National Runaway Safeline, the Suicide Prevention Hotline, the Rape Crisis Hotline, and the Chicago Domestic Violence Helpline.



### Other Resources

Information regarding health care services, drop-in centers, food pantries, and legal aid programs, educational resources, and employment information.



### Book-a-Bed

Current information on shelter openings for users in need of sleeping accommodations including a pilot a book-a-bed feature at one La Casa Norte shelter.



### Push Notifications

Weather emergencies, program closings, and other issues vital to youth on the street.



# Making a Difference

Since launching in the fall of 2016, the mobile app version of [StreetLight Chicago](#) has been successful downloaded over 1,500 times, surpassing most app performance – only one-third of all apps reach 1,000 downloads within the first year of launch. [StreetLight Chicago](#) has changed the way homeless youths gain access to information and resources that are critical to finding a path out of homelessness.

- 36.2% new users , 63.8% returning users
- Nearly 50% of users spend 2-5 minutes in the app
- Nearly 60 % users surveyed using StreetLight Chicago daily or weekly
- 85 % learned about a new resource via StreetLight
- 87% reporting being more likely to contact a provider
- Most popular features: Drop in shelters, emergency beds, resources, health centers

The mobile friendly web version expands access to StreetLight for those without cellphones and gives easier access for service providers.

Source: Two-thirds of apps fail to hit 1,000 downloads in first year, pocketgame.biz



## *What's Next for StreetLight Chicago?*

- ✓ Maintain up-to-date information on services and resources
- ✓ Continue to improve and expand content using data and feedback from users and services providers
- ✓ Build on current outreach efforts in partnership with the Chicago Coalition for the Homeless and services providers to drive awareness about StreetLight mobile app and website
- ✓ Conduct additional trainings of Chicago Public School (CPS) liaisons that support students in transitional living circumstances and local service providers
- ✓ Continue to collect data to prevent, support and guide youths out of homelessness
- ✓ Expand the pilot Book-a-bed feature, which allows youth to reserve an emergency overnight bed. A critical service for youths with work or classes that prevent them from arriving at a shelter before the intake process starts





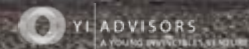


TO LEARN HOW YOU CAN HELP

*Contact*

*Mike Madoff, [mmadoff@yiadvisors.com](mailto:mmadoff@yiadvisors.com)*

*Erin Steva, [erin.steva@younginvincibles.org](mailto:erin.steva@younginvincibles.org)*



# About Us

**Young Invincibles** is a nonprofit, nonpartisan organization working to expand economic opportunity for young adults ages 18 to 34 and amplify the voices of our generation in national and state political conversations. Founded by and for young adults in the summer of 2009 during the debate over health care reform, YI has quickly grown into a leading voice for young people on the broader spectrum of economic justice, with a focus in the issue areas of health care, higher education, and economic security. The organization has achieved major successes in areas ranging from the regulation of college health plans to Pell grants, and has successfully engaged hundreds of thousands of young adults online, through a network of over 100 partner organizations.

**YI Advisors** is the consulting arm of Young Invincibles (YI), a leading national youth advocacy organization. By using insight gained from unique young adults-focused campaigns and research and , YI Advisors offers a wide range of services to mobilize and engage young adults on behalf of clients in both the private and public sector.



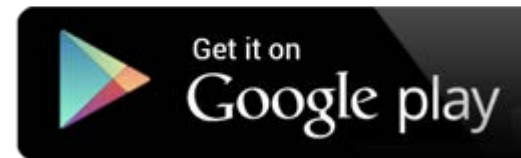


A **WEBSITE** AND **MOBILE APP**  
FOR **YOUNG PEOPLE**



VISIT **STREETLIGHTCHICAGO.ORG**  
OR **DOWNLOAD THE APP** 

 **YOUNG INVINCIBLES**  **CHICAGO COALITION FOR THE HOMELESS**



[www.streetlightchicago.org](http://www.streetlightchicago.org)

