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Activity #5: Environmental Scanning
INFO 204
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Environmental Scan: Huckleberry Youth Programs

<u>Through PESTEL sectors</u>

Political:

There may be anti-social support groups using zoning and budgeting to make it difficult for Huckleberry to help youth in search of shelter, medical attention and education. A place to scan ahead for such opposition, or even assistance, would be in the City Hall Records to note what motions supervisors, prominent citizens, and even the mayor are filing for future ballot measures.

Interviewing shelter and soup kitchen managers, public library security, and neighborhood watch forums online may also give a good idea of how San Francisco Bay Area citizens may decide to help homeless youth.

Economic:

We will need to understand the financial and economic rise and fall of the Bay Area, and even specific cities, and the donation-deduction portion of their tax returns to determine at what times are citizens willing to donate.

Other places to look are food service businesses –if any have food donation programs-, food banks, and hospitals' annual expense reports –to get a price index for medical equipment, drugs, and community outreach programs that may partner with Huckleberry.

Social:

What're the social dynamics of the neighborhoods where Huckleberry's services are offered? Are people friendly? Talkative? Open to strangers? Are they proud of their homes being near places serving youth in need? Will youth, who are already in crisis and/or suffering trauma feel safe to enter these neighborhoods?

Researching census data and records from school districts past Huckleberry clients were from may make clearer family types and academic authorities, thus offering an idea of how youth who had successfully entered support programs handle confrontation.

Technological:

Ads on streaming services, Instagram, Facebook, TikTok, and other social media sites to implore those able to access such amusement to recommend Huckleberry services to those less fortunate, and to even join themselves in the Wellness Academy, a college and career access program.

A program to give mobile phones with basic data plans, access to computers –ie. dedicated youth sections in public, or even participating university or grade school libraries-, and mobile stations traveling to underserved communities with tablets to take advantage of youth's adeptness with such devices.

Environmental:

How does weather affect a youth's ability to decide on or find Huckleberry's services? To what standard are these support facilities built? What maintenance timetable must be anticipated in order to pass government codes? Are there adequate storage for equipment that can withstand extreme heat, cold or humidity? How will COVID-19 continue to hamper access or development efforts?

Discussing with contractor unions/brotherhoods on how to plan future repairs, remodels and buildings will go a long way to ensuring safe and secure facilities. Also, the Department of Human Services can be interviewed on health statistics, ie. what infections are prevalent for youth according to the time of year.

Legal:

We must survey laws, archaic or recent, that marginalize youth and the homeless, affecting their ability to access social services. This is the hardest part, because wording is so important; something as simple as a definite or indefinite article can change the meaning of legislation.

Again, City Hall Records will have many answers, and possibly many of the Bay Area's law libraries, too.

List of sources:

https://sfgov.org/countyclerk/

https://www.openhand.org/

https://martindeporres.org/

https://www.glide.org/

https://sfpl.org/about-us/contact-us

https://sfsafe.org/projects/neighborhood-watch/

http://www.bayareaeconomy.org/files/pdf/BAEconAssessment.pdf

https://www.bayareamarketreports.com/trend/3-recessions-2-bubbles-and-a-baby

https://www.cdtfa.ca.gov/taxes-and-fees/archive-rates.htm

https://www.foodtodonate.com/about

https://www.kqed.org/news/11707330/a-guide-to-bay-area-food-banks-donating-volunteering

https://sustainability.ucsf.edu/what_ucsf_is_doing_2/annual_sustainability_report_fy_17_18

https://sfgov.org/youthcommission/community-partners

https://www.frbsf.org/community-development/initiatives/gentrification-and-displacement/

https://www.census.gov/data/academy/data-gems/2020/how-to-access-data-for-your-neighborhood.html

https://www.cde.ca.gov/re/di/st/

https://linchpinseo.com/ultimate-guide-to-advertising-on-online-streaming-tv-services/

https://www.huckleberryyouth.org/career-education-academies/

https://www.fcc.gov/lifeline-consumers

https://www.pewresearch.org/internet/2018/05/31/teens-social-media-technology-2018/

https://www.sfhsa.org/

https://sflawlibrary.org/bay-area-public-county-law-libraries

I chose these sources because they are either government-run databases, articles written by experts, shelter and food bank homepages, or lists of support institutions by reputable news/research organizations.

PESTEL sectors assessment:

The easiest sector was Technological, as Huckleberry Youth Services operate out of the San Francisco Bay Area, where we have Silicon Valley.

Environmental was the most difficult because there is not much information available as to the state of Huckleberry Youth Service Facilities, or how weather has impacted them and the services they provide. There is a banner on their homepage stating their programs are still open through the pandemic, but no projections on ongoing legal and social impact of COVID-19.

Keywords and search terms:
- Youth programs
- Runaway help
- Youth shelter
- HIV youth
- Huckleberry House/Shelter
- Youth counseling
- Youth support
- Support/help sexually exploited youth
- SF/Marin/SF Bay Area youth health
- Youth health
- Youth health education
- Wellness academy
- Youth wellness

- CARC

- Juvenile justice

- Youth justice

- Project READY