

Strengthening outreach to **connect** young adults to existing services:

sf4tay.org, San Francisco's TAY Resource Website



sf4tay.org is a TAY-specific website to improve outreach to transitional age youth. This comprehensive, searchable resource directory will allow young adults to easily access information in order to connect with the range of local resources that are available to them. Services in workforce, education, housing, wellness, advocacy and recreation will be listed on one central site.

THE NEED: Why outreach?

The 2006 Transitional Youth Task Force identified the need to increase outreach and awareness efforts to better connect transitional age youth with existing programs and services. In the five years since, we have continued to hear from young adults and providers that they are not aware of existing community resources for TAY. When TAYSF published a Young Adult Resource Guide in 2008 and distributed 1,000 copies in two months, it was clear that we needed better information and referral resources for TAY.

THE APPROACH: Why a TAY Resource Website to improve outreach?

- There are few access points that advertise or refer youth to multiple services. TAY and service providers often have a hard time finding resources because they are not in one comprehensive place.
- Printed resource guides often become outdated as soon as they are printed, as CBOs or programs may move, change contact information, or go out of business.
- Current guides and websites often do not contain resources specifically designed for TAY, do not include usable information, or are not easily accessible.
 - After researching existing websites with similar features but different target audiences (Life Portal, 211, Youthline, SF Kids, 311), we have determined that a TAY-only website is needed to maximize the resources that exist in the community.

THE VISION: What will sf4tay.org look like?

- sf4tay.org will be a comprehensive, one-stop access-and-referral TAY resource website for TAY and their supporters
- Specifically, the website will have the following features:
 - Designed specifically for 16-24 year old transitional age youth
 - Includes comprehensive and up-to-date listings of all programs and services available to TAY, with all types of services (e.g. education, employment, health, housing) and detailed program information, including contact info, application process/deadline, etc.
 - Provides a user-friendly search engine that allows a user to search by service and neighborhood
 - Additionally includes listings of job & internship opportunities for youth, community events, and life skills toolkits for TAY

THE PLAN: What's Next?

- Young Adult Engagement: To ensure that sf4tay.org will continue to be informed and guided by the needs of TAY during the development process and beyond, we will engage young people through stipended opportunities to conduct outreach, collect and input data, develop and launch a marketing campaign, and plan an end-of-the year launch event.
- Provider Outreach, Data Collection and Entry: To gather content and build a user base for sf4tay.org, the young adult team will do ongoing outreach to providers and input program

data into the website. We will ask that TAY-serving San Francisco departments require their grantees to contribute program information and utilize the website as a referral tool, and that all members of the TAY Executive Directors Network make the same commitment.

- **Beta Testing & Focus Groups:** To maximize the usefulness of sf4tay.org for young people and their allies, we will convene groups of young adults and providers to gather feedback about the design and features of the website throughout the development process.
- **Marketing & Launch:** Once the website content and design are finalized, the young adult team will market and launch sf4tay.org. TAYSF plans to host a culminating event in May 2012 to celebrate TAY in San Francisco, to share stories about their struggles and successes, and to grant education and leadership awards for young adults who have overcome significant challenges in their transition to adulthood. This event will provide an opportunity to share the newly-launched with our partners and allies in City departments, organizations, and the community.

THE TEAM: Who are our partners?

Our partners on this project include Department of Public Health; Department of Children, Youth & Their Families; San Francisco Youth Commission; Office of Economic and Workforce Development; Mayor's Office of Housing; Human Services Agency; Adult Probation Department; Juvenile Probation Department; San Francisco Unified School District; San Francisco City College; community based organizations; and philanthropy.

Want to learn more?

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