

Consolidated Plan Social Media Toolkit

Thank you for helping us share the City of San Diego's Consolidated Plan survey link and public forum information. We are striving to have participants of various ages, demographic, income-level and geographic groups. The survey link is available now and responses must be completed before January 7, 2024. The public forums will occur in the first two weeks of October.

Survey Link

bit.ly/sdconsolidatedplansurvey

The survey is available in English, Spanish, Tagalog, Vietnamese, Mandarin, Arabic, Korean, and additional languages. For more information about the survey, visit:

<https://www.sandiego.gov/cdbg/general/consolidatedplanmaterials>

Follow and tag the City in your post:

Facebook: [@CityofSanDiego](https://www.facebook.com/CityofSanDiego)

Twitter: [@CityofSanDiego](https://twitter.com/CityofSanDiego)

Instagram: [@thecityofsandiego](https://www.instagram.com/thecityofsandiego)

Use #SDConsolidatedPlan to join the conversation.

Visual Assets: A variety of images can be downloaded from [this link](#) or below.

- (2) 1080 x 1080 images for Instagram, Facebook, LinkedIn and Twitter, one survey and one forum
- Consider a NextDoor post, too!



Example Survey Posts:

- Your Voice. Your Community. Take the City's [Community Needs Survey](#) and share YOUR priorities!
- What is your experience finding housing in the City of San Diego? How could it improve? Share your experience by taking the survey [here](#).
- What services would you like to see provided to San Diego residents? We want to hear your ideas! Take the survey [here](#).
- What's missing from your neighborhood? Share your thoughts by taking the City's [Community Needs Survey](#) and help identify needed infrastructure investments.

Example Forum Posts:

- Join a public forum to share your thoughts on how the City can best invest federal funds to address priority needs in your community.
- Your input matters! Join the City's public forum series and share your thoughts and suggestions for investing in improvements to low- and moderate-income neighborhoods. [\[Register here\]](#)
- Building Stronger Communities: We need you! Join the public forum series to identify community needs and priorities that will guide the City's neighborhood investments over the next 5 years. Find an event near you at bit.ly/sdconsolidatedplan.
- You're invited to attend a community forum to share what's on your wish list for the City's next Five-Year Consolidated Plan. Together, we can prioritize key areas such as affordable housing, sustainability, homeless shelters, job opportunities, and infrastructure. Register to join your local forum [here](#).
- Your Voice, Our Action: Participate in a public forum to provide input on how the City can best invest federal funds to improve your community. Find more information at bit.ly/sdconsolidatedplan.

Example Newsletter Blurb:

Calling all San Diegans! How would you invest \$135 million to address priority needs in your community over the next five years? A survey is now available to share your insights!

Every five years, the City of San Diego creates a "Consolidated Plan" document to identify community needs and priorities. We need your help determining how best to spend federal funds to invest in San Diego communities. We can prioritize key areas such as affordable housing, community services, sustainability, homeless shelters, job opportunities, and infrastructure. To share insights into your community's needs and priorities, [please take the survey here](#). Get [more information on the Consolidated Plan process here](#).

Example Email to Partner Organizations

Subject: Your Ideas, Your Community. Join the Conversation!

Please join us at a community forum to share your thoughts on housing, community, and economic development needs in the City of San Diego.

The City of San Diego is currently developing its 2025-2029 Consolidated Plan, a planning document required by the U.S. Department of Housing and Urban Development (HUD) to help guide the investment of funds from three federal funding streams: the Community Development Block Grant (CDBG) program, the HOME Investment Partnerships program (HOME), and the Emergency Solutions Grants program (ESG).

At the forums, you can learn more about the Consolidated Plan planning process and participate in interactive activities to share your insights on your community's needs. Everyone is welcome! A children's activity table and refreshments will be available. Community forums will be taking place throughout October at the dates and locations below. Addresses and additional details can be found [here](#).

Community Forums:

City Heights Library: October 2, 6:00 p.m. - 7:30 p.m.

Skyline Library: October 3, 5:30 p.m. - 7:00 p.m.

Bayside Community Center: October 4, 6:00 p.m. - 7:30 p.m.

Malcolm X Library: October 5, 1:00 p.m. - 2:30 p.m.

Central Library: October 9, 6:00 p.m. - 7:30 p.m.

Logan Heights Library: October 10, 6:00 p.m. - 7:30 p.m.

San Ysidro Community Activity Center: October 12, 6:00 p.m. - 7:30 p.m.

Educational Cultural Complex: October 21, 12 p.m. - 2 p.m.

Requests for disability-related accommodations and interpretation can be made by emailing cdbg@sandiego.gov at least five business days prior to the event.

You can RSVP to the forums here. *Note: Registration is not required to attend the forums.*

In addition to the community forums, or if you are unable to attend, **please take the [Community Needs Survey](#), available in over 10 languages.** This survey is designed for all residents of San Diego to help provide insight on which housing, community development, public service and economic development activities are most needed in their neighborhood and the city at-large, as well as what outcomes they would like to see the City of San Diego prioritize with the federal funding it receives. Flyers for the survey are currently available on [our website](#) in 11 languages.

[Take the survey here!](#)

Participating in the community forums in October and responding to the survey is a great way for partner organizations to provide the team with insights reflecting "on-the-ground" conditions that aren't always captured in quantitative data, and it's also a great way for San Diego residents to identify the challenges

most impacting their households and suggest solutions about how the City should address those challenges.

Please subscribe to the [mailing list](#) to stay updated on upcoming opportunities. Additional information can be found on the City's Consolidated Plan [webpage](#).

Please share this information with your networks. Thank you in advance for your participation in this effort! If you have any questions, please reach out to Nadine Hassoun at NHassoun@sanidiego.gov or call 619-236-6700.