SAFE CLEAN WATER PROGRAM

Promoting the Community Strengths and Needs Assessment (CSNA)

Using this Toolkit

This Toolkit is intended to help promote participation in the Safe, Clean Water Program's Community Strengths and Needs Assessment Survey (CSNA Survey). Anyone is welcome to use this Toolkit to help spread the word about the Safe, Clean Water Program and its CSNA Survey.

Downloadable files of the visual content can be accessed by clicking the links on each post's respective slide.

To use the captions, simply copy and paste the text.

Visual Content

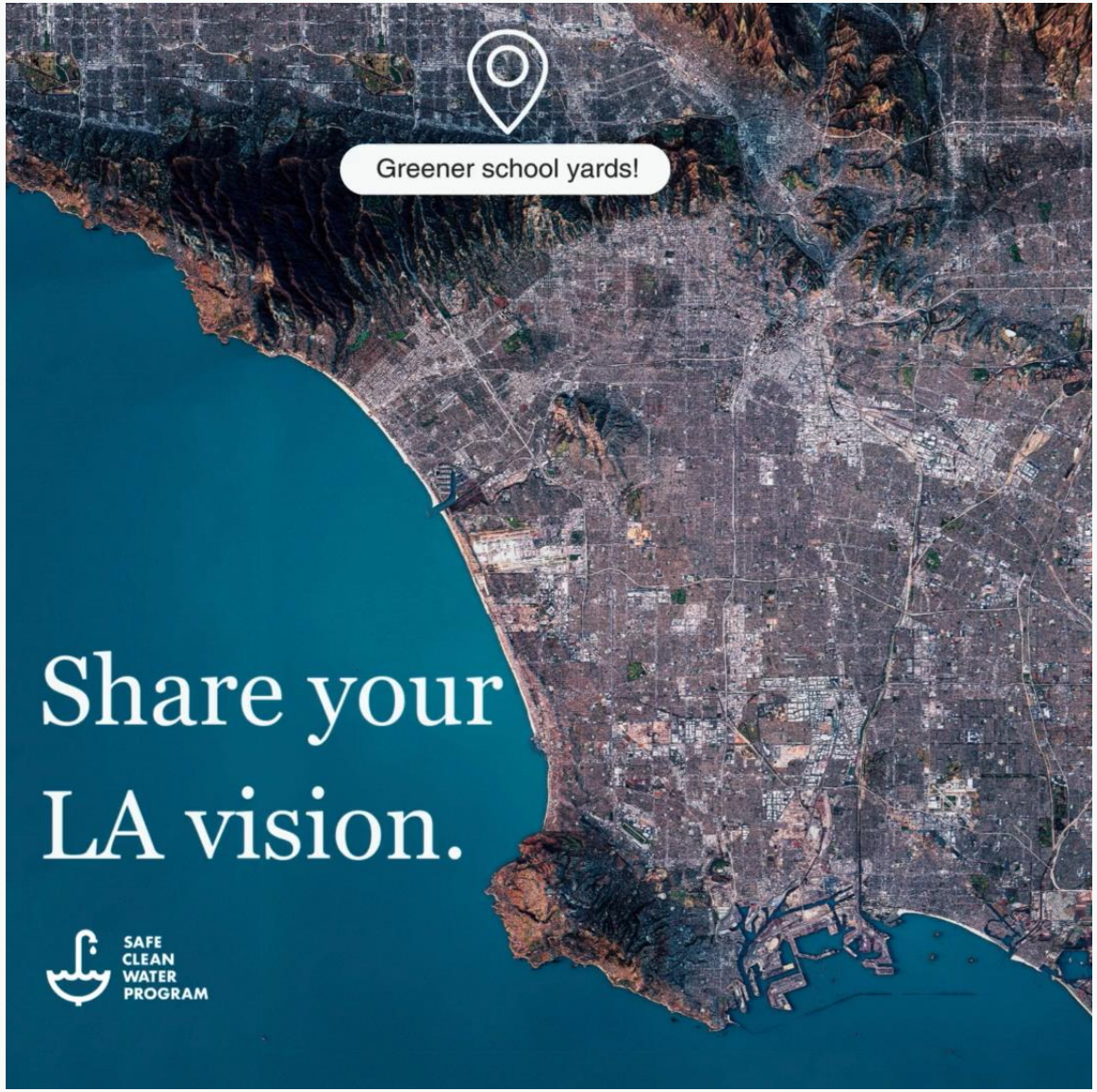
Share these videos and images on your platform of choice.

“Share Your LA Vision”

This 1080 x 1080px square image series can be used in a carousel post (static images), reel (video), or other post (video). Designed with accessibility in mind, this series uses high-contrast imagery and font sized 20pt and above. "Share Your LA Vision" assets are compatible with Instagram (posts, stories, reels), Facebook (posts, stories, reels), and other social media platforms, and can also be integrated into website and email marketing platforms.

File formats: .PNG, .MP4, .GIF

Click ***HERE*** to download

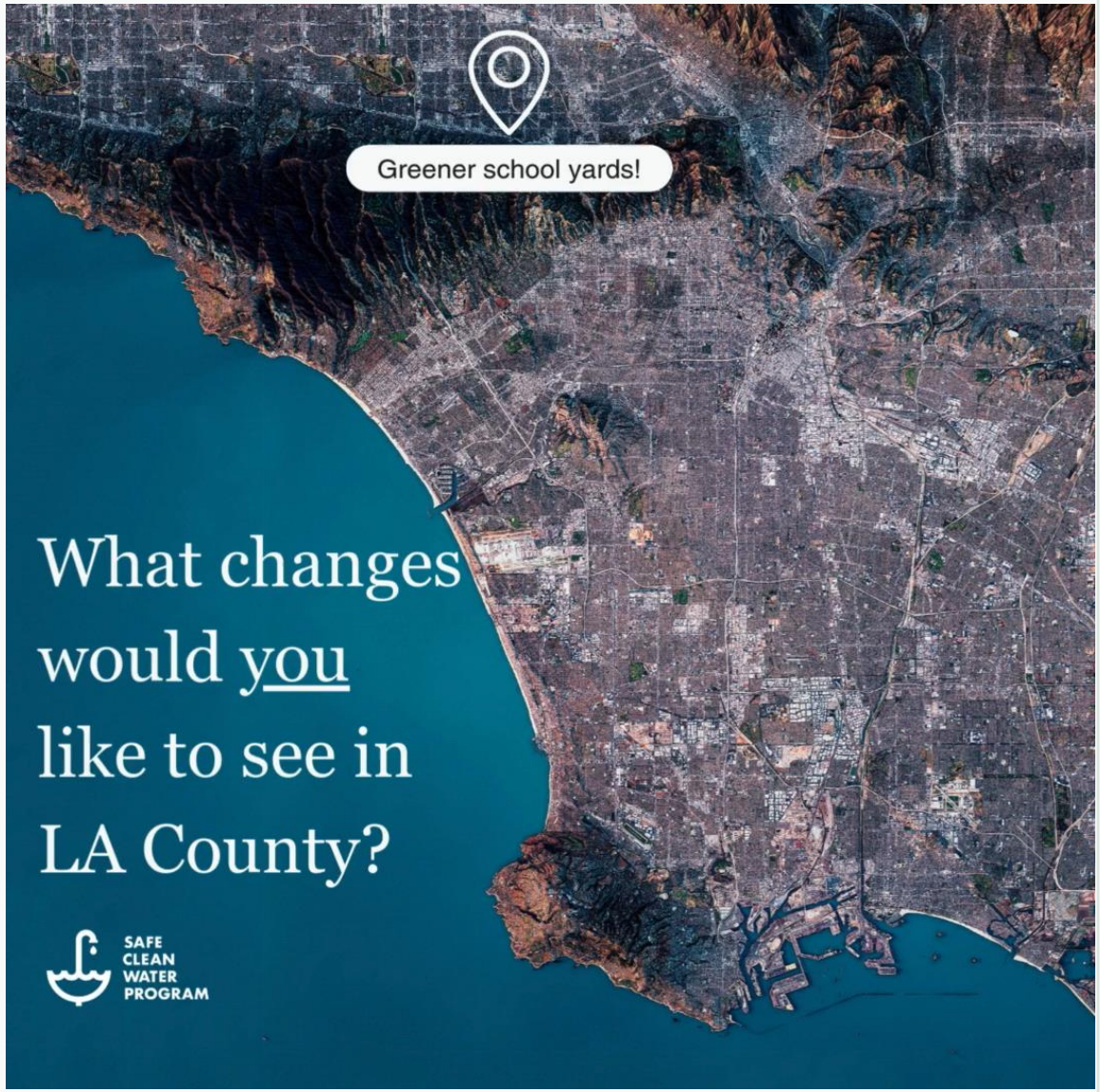


“What changes would you like to see?”

This series is a replica of "Share Your LA Vision" except for its in-graphic headline. “Share Your LA Vision” is replaced with a more direct question: “What changes would you like to see in LA County?”

File formats: .PNG, .MP4, .GIF

Click *HERE* to download



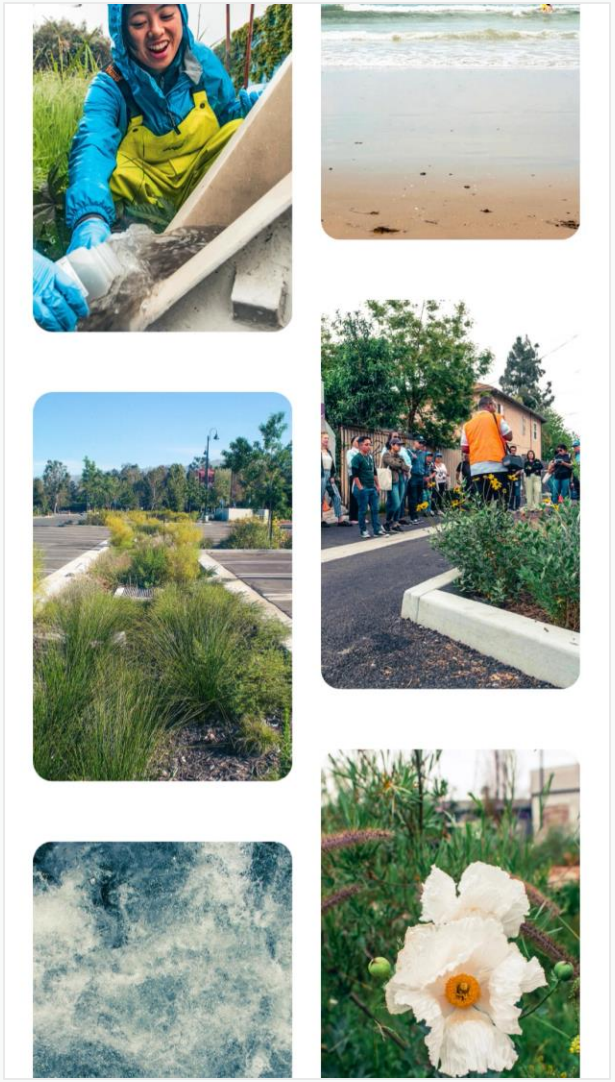
“Your Community. Your Vision.”

Showcasing inspirational images from the Safe Clean Water Program image library, this 1080p HD 5-second video evokes a sense of community pride. The video centers the Safe Clean Water Program logo to build program and brand awareness. This video is offered in two sizes: 1080 x 1350 px (compatible with Instagram Posts) and 1080 x 1920 px (compatible with Instagram and Facebook Reels and Stories). The videos can also be integrated into website and email marketing platforms. Either size is compatible with most email marketing platforms.

File formats: .MP4

Click *HERE* to download

Tall format (1080 x 1920)



Short format (1080 x 1350)

Text Content

Here are some suggested captions for your shares.

Short Caption

What do you think the future of LA County should look like? What do you like about it? What needs attention? Share your vision in the 11-question Community Strengths and Needs Assessment, made possible by the Safe, Clean Water Program.

www.SafeCleanWaterLA.org/Survey

#SafeCleanWaterLA

Long Caption: Option 1

The SCW Program's Community Strengths and Needs Assessment Survey is now live and collecting responses from community members (you!). Acting as a "living database" of community voice, the Community Strengths and Needs Assessment may inform decision-making about infrastructure projects, studies, or programs funded by the SCW Program. Participating is simple: the Survey has 11 questions and takes between 3-5 minutes to complete. Go to SafeCleanWaterLA.org/Survey to participate.

Long Caption: Option 2

The SCW Program Community Strengths and Needs Assessment Survey (CSNA) is now live and collecting responses from community members (you!). Participating is simple: the Survey has 11 questions and takes between 3-5 minutes to complete. Go to SafeCleanWaterLA.org/Survey to take the survey. Your participation will provide valuable insight to help the SCW Program align infrastructure projects, scientific studies, programs, and watershed planning efforts with community-stated needs and priorities. #SafeCleanWaterLA

Community feedback shared through the CSNA Survey is summarized and visually displayed in the publicly-accessible online CSNA Dashboard. Explore the CSNA Dashboard at SafeCleanWaterLA.org/CSNADashboard.

Optional Caption Add-on: Safe, Clean Water Program Explainer

More about the Safe, Clean Water Program:

In 2018, voters passed Measure W to create the Safe, Clean Water Program and a special parcel tax. The Safe, Clean Water Program works directly with communities, municipalities, agencies, and individuals to create projects that capture and clean stormwater, while also enhancing communities.