



FOR IMMEDIATE RELEASE
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City of San Diego Seeks Public Input on Initiative That Will Guide Future Growth

'BLUEPRINT SD' AIMS TO HELP PROVIDE MORE HOMES AND JOBS IN PLACES PEOPLE CAN EASILY WALK, BIKE AND USE PUBLIC TRANSIT

SAN DIEGO –The City of San Diego is urging residents to make their voices heard about an initiative that will encourage sustainable growth - including more homes and jobs - that will help the City achieve its climate goals and improve opportunities to walk, roll, bike and take transit.

Recently, the City launched a [new engagement website](#) to gather opinions on [Blueprint SD](#). The initiative will update and create new policies in the City's [General Plan](#), which serves as the City's guiding framework for long-term future growth. Data from the U.S. Census Bureau show the majority of San Diegans currently drive alone in cars to get around and that vehicle traffic contributes to more than half of the harmful greenhouse gas emissions in the city. Blueprint SD policies will focus on reducing those emissions by creating opportunities for more homes to be built closer to jobs, schools and other daily needs and to encourage growth near public transit.

Blueprint SD includes an updated [draft Village Propensity Map](#) that identifies where this future growth could occur and be most efficiently supported by convenient and affordable opportunities to walk, roll, bike and ride transit. Blueprint SD also takes into consideration recent [housing needs](#), the City's [Climate Action Plan](#) goals and the San Diego Association of Governments' [new vision](#) for the region's transportation system, also known as the 5 Big Moves. This updated framework for growth will also help accelerate community plan updates for San Diego neighborhoods.

To create these policies, the City is asking San Diegans [to rank](#) which strategies are most important to them to achieve:

- Convenient and affordable transportation options.
- Getting to and from work in a climate-friendly way.
- Planning for more homes near transit.
- Creating complete neighborhoods.

"There is no denying we have a housing shortage and a climate crisis on our hands," said City Planning Director Heidi Vonblum. **"Blueprint SD addresses these big challenges comprehensively**

through our General Plan. We need to hear from San Diegans to ensure that these issues are addressed in ways that best reflect our community members' needs."

The survey will be open until the end of March.

After gathering preliminary input, City staff will draft and release the General Plan amendment for public review. Once additional input is incorporated, the draft amendment will proceed through the public hearing process, where additional feedback is anticipated, and it's expected to go to City Council for consideration in late 2023. Residents can learn more about BlueprintSD on the [City's website](#) and submit comments at any time to BlueprintSD@sandiego.gov.

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