



[www.MyValleySprings.com](http://www.MyValleySprings.com)

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For Immediate Release

New Website for MyValleySprings.com

*Valley Springs.* When MyValleySprings.com formed in 2005, founding members set up an Internet website to educate the public about the importance of land use planning, community design, and to encourage public participation in the community planning process. For four years, the website has provided planning and development information, updates, resources, links to related sites, opinion pieces, meeting notices, and calls to action. As the MVS website continued to grow and add information, content sometimes became difficult to find. The Board of Directors decided it was time to clean house and reorganize!

MyValleySprings.com has just launched a completely redesigned and updated website to better serve the community. There are 40 pages of new content; over 80 documents, reports, opinions, and news articles; and over 80 photos, maps, and graphics. Organization and design have been improved to make the site user-friendly, easy to navigate, and to make information easier to find.

New planning pages include 'Quality of Life Issues', 'Opportunities for Improvement', 'Documents & Reports', and 'Recommended Reading.' Expanded and updated topics include 'CEQA', 'Residential Project Maps', 'Residential & Commercial Project Lists', 'Get Involved', and 'Your Voice Counts' (among many others). On [www.MyValleySprings.com](http://www.MyValleySprings.com), website users can easily view photos and maps, learn about community planning issues and ideas, and find ways to get involved and express their opinions.

MyValleySprings.com is a grassroots community-based non-profit organization whose mission is to promote responsible growth and development through public participation in community planning in order to preserve the quality of rural life in the greater Valley Springs area. The organization was created in late 2005 in response to rapid development in the rural unincorporated Valley Springs area in the rolling Sierra Nevada foothills of western Calaveras County. MyValleySprings.com immediately began advocating for more public involvement in the planning process, more information and education available for the public, and an update to the community plan in order to address the impacts of growth and preserve the rural character of the region.

Currently, MyValleySprings.com has a five-member Board of Directors: Joyce Techel, President; Seana Hogan, Vice President; Mark Jones, Treasurer; Colleen Platt, Secretary; and Cathryn

Jackson, Director at Large. The organization has 38 individual and group donors, 190 registered supporters, and 266 recipients of its emailed Planning News. MyValleySprings.com also receives financial support from three private foundations. In 2007, the website received 27,060 visits and in 2008, 24,840 visits (representing 612—860 visitors per month). The site has become a resource for both laypersons and professionals.

Please visit [www.myvalleysprings.com](http://www.myvalleysprings.com) to see the improved design and navigational features and access updated website information. To give us your feedback, contact the MyValleySprings.com Board through the website page 'Contact Us', or email [info@myvalleysprings.com](mailto:info@myvalleysprings.com).

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