

**Valley Springs Community Plan**  
**2009-2010 Update**  
**Outreach Timeline\*-Part 1**

Outreach & media coverage for Valley Springs Community  
Plan update & first charrette/ workshops May-June 2009

- 9.08 CCOG Press Release: Grant Rec., project coming
- 9.09 CCOG-grant announcement at BOS (televised)
- 9.10 MVS Press Release: Grant app. successful/ info
- 11.08 GVSAG Press Release: Grant, info meeting
- 11.08 Stockton Record notice of GVSAG meeting
- 11.08 CCOG ED speaks about Grant at GVSAG mtg.
- 11.08 Community Stakeholder outreach begins
- 11.26.08 Valley Springs Project Website page goes “live”  
by CCOG: [http://www.calacog.org/vs\\_cbtp.shtml](http://www.calacog.org/vs_cbtp.shtml)
- 1.21.09 CCOG speaks at VSABA meeting
- 2.11.09 Press Release: PP est, project moving forward
- 2.13.09 Cal.Enterprise ‘Design consult. selected VS plan’
- 2.18.09 VSNews ‘Firm selected...new Valley Springs plan’
- 3.2.09 2 Articles in Stockton Record about Plan/Arendt
- 3.10.09 PP tour project, map/notes posted VSCP website
- 3.12.09 SAC meeting: role, project sched, comm. issues
- 3.15.09 MVS registrant email: SAC info/ charrette dates
- 4.10.09 VS News article re.Valley Springs Vision/G.Plan
- 4.19.09 MVS registrant email: new SAC/charrette info
- 4.30.09 SAC brainstorms outreach
- 5.2.09 MVS website posts dates of workshops/ charrette
- 5.7.09 MVS reg. email: charr/SAC update, next meeting
- 5.8.09 VS News article—Mass Mailing coming
- 5.11.09 Flyers finished/ incl. Spanish, MVS distributing
- 5.13.09 GVSAG email member notice + Flyer sent
- 5.14.09 Press Release: Charrette details

5.14.09 Posters, flyers, Banners distributed to SAC  
 5.14.09 Public Service Announcement running on CCTV  
 5.14.09 ThePineTree posts VSCP workshop press release  
 5.15.09 Community Questionnaire mailed to 5900  
 5.15.09 MVS distributes hundreds of flyers in VS area  
 5.15.09 T.Allen distr. posters/flyers to business,realtors  
 5.15.09 GVSAG posts Flyer on website  
 5.17.09 Stockton Record notice VSCP workshop/dates  
 5.18.09 Latino Partnership outreach; interpreter contacted  
 5.18.09 500+ flyers distributed to VS Elementary School  
 5.19.09 700+ flyers distributed to Jenny Lind Elementary  
 5.19.09 Union Democrat article—VS community Plan  
 5.20.09 T.Allen distr. flyers Calav. Assoc. Realtors lunch  
 5.20.09 Door-to-door in VS proper  
 5.21.09 Door-to-door in VS proper continues  
 5.21.09 MVS reg. email: survey; details/drop-in hours  
 5.22.09 Calaveras Enterprise ¼ page ad  
 5.22.09 VS News full back page ad  
 5.22.09 VS News Community Calendar listings  
 5.22.09 VS News front page article ‘Input sought VSCP’  
 5.26.09 CCOG announcement at BOS (televised)  
 5.26.09 MVS reg. email reminder: Kickoff dates/sched.  
 5.26.09 Calaveras Enterprise ¼ page ad  
 5.27.09 VS News full back page ad  
 5.28.09 Union Democrat article—Randall A./Plan  
 5.28.09 Schedule of Events handout at meetings  
 5.29.09 VS News Community Calendar listings  
 5.29.09 Calaveras Enterprise article ‘VSCP meetings’  
 6.1.09 MVS reg. email reminder Presentation Tuesday  
 6.2.09 Calav. Enterprise front page art. ‘VS boundaries’  
 6.3.09 VS News front pg. art. ‘Community Plan input’  
 6.5.09 VS News front pg. art. ‘Concept for VS future’  
 6.9.09 Calav. Enterpr. article ‘VS planning process’

## Outreach Timeline Part 2

Outreach/media coverage for Valley Springs Community Plan  
update & second workshop August 27, 2009

*(continued from Outreach Timeline Sept.08-June 09)*

- 6.23.09 SAC meeting: review & planning for stakeholder focus meetings (CCWD/VSPUD, landowners, developers) and community boundary alternatives
- 7.7.09 Focus Meeting with CCWD
- 7.10.09 Focus Meeting with VSPUD
- 7.22.09 Focus Meeting with Property Owners
- 7.30.09 SAC meeting: update, buildout analysis, boundary maps/areas, options, Q&A
- 8.3.09 MVS posts 8/27 meeting announce. on website
- 8.4.09 VSABA email announc. re. Business Owner mtg.
- 8.5.09 MVS reg. email (250+) notice re 8/27 workshop, pop. buildout, boundary alternatives/selection
- 8.6.09 Focus Meeting with VS area Business Owners
- 8.7.09 MVS Letter to Editor in VS News & Cal. Enterpr. re comm. plan, college, boundary options/decisions
- 8.10.09 700+ postcard announcements mailed by CCOG
- 8.11.09 CCOG Press Release for 8/27 Comm. Workshop
- 8.12.09 'Planning for the Future' flyer emailed for distrib.
- 8.13.09 Stockton Record 'VS Border Chat Set' article
- 8.14.09 Flyer 'Decisions...Boundaries Will Be Selected' - hundreds distr. VS/ Rancho area bus./church/clubh.
- 8.14.09 Flyer 'Comm. Workshop/boundaries/Decisions...' distr. as insert in VS News (~1200 circulation)
- 8.14.09 VS News front page article 'Crucial community plan meeting' ..."selection of preferred boundary alternative", "encourages all residents...of greater VS area to attend..."

- 8.11-14.09 (6) Road signs installed near 12/26 inters., at 26/  
Hogan D. Rd., at 26/Vista del Lago, and at 26/  
Jenny Lind school
- 8.17.09 CCOG sends 300+ public email invitations for 8/27  
workshop
- 8.19.09 CCOG Press Release—8/27 VSCP workshop &  
Answers to Questions, includes Rancho Special  
Plan/ boundaries
- 8.20.09 CCOG Press Release posted on ThePineTree.net
- 8.20-28.09 Blogging online about VSCP on ThePineTree.net
- 8.21.09 8/27 ‘Planning for Future’ in VS News & other  
Comm. Calendars, growth, boundary alternatives
- 8.21.09 VS News Flyer VSCP Planning for Future
- 8.21.09 MVS reg. email VS Area Planning News-VSCP  
FAQs, workshop preview posted, boundary choices
- 8.22.09 GVSAG email 8/27 meeting announcement
- 8.24.09 MVS reg. email and flyer—Decisions will be made,  
Community Area Boundaries Will be Selected
- 8.24.09 Calav. Enterprise ‘Boundaries, population on tap’
- 8.24.09 Stkn. Record ‘Will VS get new planning boundary?’
- 8.25.09 Cal. Enterprise front page ‘VS community planning  
revs up once again’, “...determine boundaries”
- 8.26.09 VS News flyer ‘FAQ about VSCP’, Decisions Will  
be Made—meeting 8/27
- 8.26.09 VS News article ‘Supervisor updates ABA on VS  
issues’ incl. info on upcoming meeting
- 8.31.09 Stockton Record ‘VS plan to include Rancho’
- 9.1.09 Cal. Enterprise ‘Group expands VS boundaries’
- 9.2.09 VS News ‘Commun. plan for VS to encompass  
Rancho Calaveras

### Outreach Timeline Part 3

Outreach/media coverage for Valley Springs Community Plan update & third workshop (September 2009-January 2010)  
*(continued from Outreach Timeline for August workshop)*

- 9.23.09 CCOG and county planning reps. attend private meeting at Rancho clubhouse re. VSCP
- 9.30.09 VS News ‘Contentious meeting in Rancho...’
- 9.30.09 VS News Guest Column “Rancho belongs in VSCP”
- 10.19.09 CCOG informational letter mailed to residents and property owners of Rancho Calaveras
- 10.23.09 VS News ‘Supervisor defends comm. plan update’
- 11.5.09 Stakeholder Advisory Committee (SAC) meeting: review, map development, updates, timeline/GP
- 11.13.09 Letters sent to Property Owners by CCOG (w/ proposed changes to Land Use)
- 11.18.09 VS News ‘Official: No changes for Rancho in community plan’ (interview CCOG & Supervisor)
- 11.28.09 Private informational meeting at Rancho & ballots
- 12.2.09 VS News ‘Thomas barred from Rancho gathering’
- 12.4.09 MVS flyer in VS News ‘VSCP Update—It is in your best interest to know...’
- 12.17.09 Stakeholder Advisory Committee meeting: review and feedback-draft Land Use & Circulation Diagram
- 12.11.09 MVS flyer in VS News ‘What do residents have to gain? Inclusion in the VSCP will provide...’
- 12.18.09 CE ‘Residents blast board over VS expansion plan’
- 12.23.09 VS News ‘Changes to VS land uses roundly criticized’
- 12.23.09 Second letter to Property Owners from CCOG (w/ proposed changes to Land Use)

- 12.30.09 Guest Column, VS News, 'Postponement of Public Workshops' (SAC map input, Feb. meeting date)
- 1.1.10 Calav. Enterprise, 'CCOG offers olive branch'

\* Not comprehensive

Note: Valley Springs Community Plan update project webpage [http://www.calacog.org/vs\\_cbt.html](http://www.calacog.org/vs_cbt.html) hosted by CCOG, running concurrently with all other outreach since project beginning November 2008

[as of January 9, 2010]