

VALLEY SRPINGS COMMUNITY PLAN

STAKEHOLDER ADVISORY COMMITTEE MEETING NOTES

April 30th, 2009

6:00 - 7:30 pm

United Methodist Church

135 Laurel Street, Valley Springs

Summary:

The second advisory committee meeting was held with staff from LGC, CCOG, MyValleySprings.com, Calaveras County and EDAW to discuss the approaching charrette. Staff from LGC and EDAW reviewed current charrette schedule and presented current outreach material (i.e. flyer and tri-fold mailer). SAC members provided feedback on outreach material and created a list of organizations to contact to aid in outreach. The next SAC meeting will be on May 14th to pass out outreach material and make one last push to reach everyone in the Greater Valley Springs area. Another SAC meeting is tentatively scheduled sometime after the first charrette (possibly mid-June) intended to gather feedback from the SAC on charrette successes as well as how the charrette process and outreach can be improved.

Agenda

1. Preparation for Upcoming Charrette
 - A. Review Flyer (English & Spanish)
 - B. Review Mailer – also available online
 - C. Schedule, Events and Expected Outcomes
 - Randall Arendt
 - Thursday, Saturday, Tuesday
 - Friday, Sunday, Monday
 - Broad Public Participation
 - Multiple opportunities to give input
 - D. Charrette – Part II – Dates (potential dates sometime in the last three weeks in August)
2. Promotion & Outreach
 - A. How to reach all of the Greater Valley Springs area?
 - B. Sign Locations
 - C. How can SAC make sure all are involved?
3. Data Collection

In Attendance:

- Frank Saletta - resident
- Rose Marie Mendonca - resident
- Rick Mendonca - resident
- Joyce Techel - board chair MyValleySprings.com, business owner
- Mike Hazelhofer - Greater Valley Springs Advisory Group (GVSAG) Director
- Hazel Cain - concerned citizen, neighborhood group
- Colleen Platt - MyValleySprings.com/landscape architect
- Katie Tanner - High School Student
- Jacob Williams - High School Student
- Dave Tanner - land planner/golf course engineer
- Pat Maurer - CCOG board member
- Robert Pachinger - Calaveras County Public Works
- Gary Caldwell - 16-year resident, former Caltrans
- Nick Baptista - Valley Spring News, VSABA
- Michael Robinson - Caltrans Grant Manager
- Janice Bassett - resident
- Ron Bassett - resident
- Jeff Davidson - CCWD, land owner
- Alice Raine - Chair for Rancho CSA
- Josh Meyer - LGC
- Laura Podolsky - LGC
- Jeff Henderson - EDAW
- Muriel Zeller - MyValleySprings.com
- Tyler Summersett - CCOG
- Tami Allen - resident, business owner, GVSAG
- Ron Randall - Ranch Manager, private property advocate

Preparation of Upcoming Charrette:

Tyler welcomes everyone and gives a quick project recap. He shares the flyer and tri-fold mailer with SAC members and asks for comments. Tyler explains that mailer was based on/inspired by the GVSAG's original survey.

- *What area are you going to mail this out to?*
 - All residents within the Valley Springs Benefit Basin will receive the mailer. Roughly 5900 people will receive the mailing. The goal is to get the word out and in the spirit of original survey, receive some general information. The survey will give us preliminary information. If something needs to be corrected/added please let Tyler know.
- *Will surveys also be in Spanish?*
 - This was not a part of the initial plan [to do a Spanish survey]. Instead, we thought of doing a specific Latino outreach with the Spanish flyer.
 - Tyler - The survey will also be online. The survey will be mailed with a prepaid envelope. Survey will be hosted on the COG's site.
- *Will the online survey be available in Spanish?*
 - Josh - Yes, we could probably do that.
- *How many residents would need Spanish translation?*
 - Tyler - The Latino population is around 6% in County. We will be talking about strategies to reach out to everyone and that will be discussed later in the agenda. We will work together to brainstorm strategies to include everyone here.
- *Tyler - Any questions about mailer or flyer?*
 - We are going to end up with people making a Valley Springs Community Plan based on the listed communities/neighborhoods listed in the survey. I am concerned about this.
 - Tyler - This will give the Project Partners valuable initial feedback as to whether members of the community identify solely with the subdivision or neighborhood in which they live or whether there is some association with the broader area as well. This can be reported back to the group at the charrette.
- *Why not just ask them upfront if they want to be in the plan or not? If you are going to include all these communities then why not include San Andreas?*
 - It is important to cast a large net at first for two reasons: 1) What does it mean to be included in the community? There will be education involved at this charrette that explores boundaries. 2) There will be a lot of checks along the way and there will be a second charrette so to make sure that not all decisions are made at this first charrette.
- *What happens to the Special Plans or Specific Plans for subdivisions in the study area?*
 - Tyler - The Valley Springs plan won't conflict with these other plans. These plans might be sub-areas in the larger Valley Spring plan.
- *I think you should include a map in the survey/mailer.*

- Tyler – Maps have not been included to avoid controversy at the outset of our project.
- *Has the boundary of the community been estimated or drawn?*
 - No
- *There are different perceptions on Valley Springs. For people to answer the question about picking a community, they need to know “where” Valley Springs is.*
 - Tyler – This survey question is to help us know if people feel apart of the larger Valley Springs community.
 - Tami-The intent of this survey is to create interest, to explain scope of plan. We [GVSAG survey group] found that providing maps is confusing and distracts people. Plan depends on who participates. I live in district 5 but I work in town so I associate myself with town. I like the idea of not getting lost in the boundary issue right now. Rancho Calaveras has really strong feelings about their own plan but that doesn’t mean they are not interested in what happens in Valley Springs.
 - Ron B-We don’t want to exclude people right off the bat. Let the survey start defining your boundaries.
 - Stakeholder outreach should not just be defined by the benefit basin. There are also stakeholders in San Andreas and West Point.
- *Is the survey going to be the only source of outreach? The survey is exclusionary.*
 - Information also goes to business owners, land owners that live in other areas.
 - 95252 zip code is defined as Valley Springs. Using this zip code method might simplify things but would include around 14,000 people. The biggest boundary we have is the zip code.
 - Tyler – There is general consensus that this will reach many Valley Springs residents but there may be need for us to broaden our outreach.

Schedule and Events:

Josh M. reviews schedule of charrette:

At the charrette, EDAW and Omni Means will be present to provide design expertise. LGC will also be present. Randall Arendt will be there, an acclaimed designer and planner who will come up with a host of strategies to help rural communities preserve rural character and still accommodate growth. Not everything he is going to come up with will make sense for Valley Springs but it will be food for thought.

Thursday will include a bit of education but more importantly allow participants to list out issues that will need to be addressed. We will discuss circulation, land use, transportation and we will present results from survey. We will conclude with a brainstorming session to gather ideas and vote on ideas. On Friday, the design team will be digesting what we heard at the opening meeting.

At the Saturday public workshop, there will be a recap of Thursday night, provide a lot of training and sharing what tools are out there, information regarding determining community edges, boundaries and what the implications might be. People will be turned loose in smaller design groups and move toward solutions. Design team will digest the information collected and come back on Tuesday with initial feedback and ideas for community response as well as some potential options. We hope to come out of that with a sense of where the community wants to go. We want to share this with the County so as they go through their General Plan Update so they will know where the Valley Springs planning process is. There will be open studio hours during design time for public to drop in and talk with design team.

Jeff Henderson from EDAW discussed intended outcomes from the charrette: There is a desire and need to align Valley Springs plan with County General Plan. There are two key outcomes: 1) sense of a preferred community boundary. We will be taking people's input in the beginning and present a series of options on Tuesday and ask them to make some initial choices and get their feedback. These will not be the set boundary but only a place to start. Refinement to the boundary will happen. 2) initial sense of land use distribution within the boundary and what an initial sense of circulation will be to support these land use decisions. This means bubble diagram land use and big arrows to represent circulation. These are key outcomes for General Plan Update to develop land use alternative. There will be ongoing dialog with design team and County to align these processes.

- *Isn't this Memorial Day weekend?*
 - No
- *Are we talking about a **plan** for transportation or where existing routes are?*
 - Talking about a plan that will include existing routes.
- *Is there representation from County Planning Department here tonight?*
 - No
- *At this charrette, when will we discuss where and what potential projects are proposed? What projects are on the books? Who is doing the information gathering?*
 - Design team is doing the data gathering. Yes, potential projects will be brought into the charrette process.
- *So the approx 200 projects being considered by County will be included in this process?*
 - Yes
- Jeff Henderson: For the second charrette (we are targeting dates in August) and will be three days long. *Are there dates that don't work for this community?* The focus of this second charrette is to take initial concepts and move them down into parcel and right of way level. There will be discussion on community character and design and matching these together. The second charrette will provide greater detail.

Promotion and Outreach

Tyler – The SAC has a great connection to the Valley Springs area. There were comments at the first meeting asking if there were public health reps or youth reps or Army Corp reps. At tonight’s meeting, there are two high school students and we have a commitment from the Public Health Director to participate. We want a broad cross section of people at the charrette.

- *Which groups do we need to outreach to?*
 - Emergency Services. Mike Siligo (He was here at last meeting). Put an announcement in bulletin to the San Andreas Roman Catholic Church.
 - Private Property Advocates should be included
- *Can we do outreach for schools?*
 - Tyler – Laura will be working with schools to get flyers to students and do a classroom activity.
 - Newspaper
 - Home owners associations. Some of them have newsletters. Bring in the schools. Middle School should know how processes work. We should be engaging schools.
 - Committees of Democrats and Republicans
 - *How are you going to mail out this? Are you doing this manually? Because it would be great to do this as a community project to manually fold and send out*
 - CCTV
 - Senior Center
 - Handicap people. There are a lot of organizations. There are a lot of veterans and have a difficult time getting around. It is important to include them.
- Josh M. - *Are you aware of ADA groups?*
 - American Legion folks that may have a newsletter.
 - Purchase advertising on the buses.
 - List of all activities and groups through the newspaper. (Tyler – Community Calendar) Contact this list and ask them to distribute.
 - High School – reach out to the clubs in high school. There are a lot of community service clubs. Bring flyers. Internet, earth club.. other clubs?
- Josh M. - *Can we give you [high school students] flyers and will you distribute? Yes*
 - Real Estate offices
 - Car show on May 23rd. That is a pretty big event
 - Advertising in Angel’s Theater
 - Health clinics and hospitals
 - Commission on Aging has a lot of people
 - Doctor’s office
 - Billboard on County line. Highway 12 and 26
 - Next week Public Works is having the community outreach. PW rep will pass out info if they have the info.
 - Make presentation at Board of Supervisors at public commentary period

- Make presentations at CCWD meetings (Jeff H. – At Board of Supervisor and CCWD meetings there are usually points of information that they can bring up on at the meetings)
- County Fair – May 14th. *Is there a County booth?*
- Chamber of Commerce
- Dept of Transportation
- Coffee shops – Common Grounds, Starbucks
- Gym
- *Where are good places for signs? Transfer station?*
 - Message board – Caltrans
- *What kind of sign are you talking about?*
 - 11x17 in business windows.. all types of signs for advertising/outreach
- *How much in the budget is going to be involved with outreach? Because we may just get about 20 more people. What part of the budget are we talking about? I don't want to spend a lot of money on outreach to get 10 more people.*
 - COG and Caltrans wants to show that we exhausted every possible outlet to get people to attend charrettes.
 - People in Valley Springs want to be involved in their community now as compared to in the past.
 - Had to pull a permit with Caltrans and there is a 1200 dollar fee. There are some people who don't like signs.
 - Highway 12 and 26 is available for signs (where the Pow Wow is)
- Josh M. – The most important is word of mouth. Every SAC members know people. I ask each one of you to tell people that they have to be there.
- *Is there seating for a lot of people?*
 - It will be at multipurpose room so there will be enough room.
 - You have to deal with County sign ordinance but not Caltrans. The thing is you have to allow enough time for permits to go through which takes 3-4 weeks.
 - County has emergency system for calling people.
 - In Rancho, any signs that go up have to have permission.
 - If it takes permit to put a sign up – Randall takes back his offer.
 - There is a list serve of about 50 people that SAC member offered to tap into.
- *There is controversy about signs in the community. Why mess up the roadside?*
 - Best idea is the telephone outreach. We could blanket the 95255 for less than a thousand bucks.
 - Be aware of the “do not call notification” because some people are listed on that.
 - The “do not call” list is for telemarketers.
- *How can SAC help promote? Is anyone willing to hit any of these groups/organizations listed? After meeting SAC members will come up to Tyler to volunteer to do outreach.*

Data Collection

Jeff H. – Key data input we are obtaining is in the pipeline. It is important to convey that we are engaging with Calaveras County regarding UPlan. The initial UPlan outputs are expected to be completed any day and design team will start thinking about what the potential boundaries [pop. projections and growth informed by UPlan] would mean for Valley Springs. Design team will bring alternatives to charrette of what different boundaries mean for anticipated housing and population numbers. We have also been working with Army Corps regarding the Cosgrove Creek project and have tried to identify what they have done which can help inform our project.

Design team has met with County, Community Development and Public Works. There were questions at previous SAC meeting between Countywide Circulation policies (GP) and Valley Springs Circulation. Valley Springs can determine what the future transportation will be. If there are components that work well in Valley Springs, then the County might be interested in taking some of those concepts and elevating them in the General Plan so other communities can take advantage of Valley Springs' circulation approach.

Economic Development--EDAW has an economic analyst in house that has been working on background information and creating a profile. EDAW has collected information in partnership with County regarding data on wildlife, habitat, etc. A lot of this information is already in the public domain.

Next Meeting with SAC members

Meet on May 14th at 6pm, fixed to a half hour to: finalize the agenda and hand out outreach materials. We are seeking that last push to get the word out and get the info out. This meeting will be at the church.

- Tyler – We want all of you involved in the charrette process. There are a lot of different ways to do this. We will share our thoughts on how SAC can be involved. SAC members can meet and greet, help with registration, etc. The last meeting will have a sign up sheet for volunteer stuff. I will send the sign up list out to everyone before the meeting.
- *The COG was challenged about the environmental document-referencing the San Andreas Mobility Plan. Does this grant include \$\$ for environmental review?*
 - No. There is understanding that the County will want this plan to be reviewed within their EIR. The caveat has to be that this Valley Springs plan timing must align up with General Plan update and their environmental analysis.
- *Will the COG adopt the plan?*
 - Yes, but this will just close out the project.
- *Who is the responsible party that will make sure this plan parallels the County Plan?*

- Tyler – it is a group effort. The County has made no promises that this project will get the Environmental Review it needs, they hope the timing is right but there are no promises.
- Jeff H. – There is an understanding that County and this plan are trying to work on a similar timeline. The outcomes of the first charrette were chosen specifically because those are the outcomes that the County will be discussing at the same time. The key factor is timing that we keep this on track and parallel to the County’s General Plan timeline.
- *Do you have to have same elements in Community Plan and the General Plan?*
 - Jeff H. – The community plans may have a structure (elements) similar to the General Plan. The community plan will take General Plan concepts/policies and provide greater detail. There are certain components of the Valey Springs plan that will be covered in the General Plan and some in the Valley Springs plan but they will work all together.
- *Will you have to put in Open Space and Conservation Element in Valley Springs Plan? Are you copying the same Elements in the Valley Springs Plan that is in the General Plan? Will those elements need to addressed in the Valley Springs Plan to be consistent with General Plan?ie. Open Space, Conservation.*
 - Jeff H. – A section of the Valley Springs Plan will have policies and programs and will supplement the broader general approach in General Plan.
- *So the Valley Springs Plan will be more specific than the General Plan?*
 - Jeff – Yes, it will be more specific.
- *To make sure we are parallel with the County, who is going to keep up us on track?*
 - Tyler – We have the County as a part of the process and we are checking in constantly.
- *Are you gentleman going to keep up updated? (question refers to Tyler and Design Team)*
- *When will County be done with GP?*
- *There is concern that there is no end in sight. There is concern over how realistic the boundaries of our community plan. Can Design Team give us reality checks on what is realistic? For instance, if a community doesn’t have water and sewer than they don’t have a community and can’t determine boundaries. There is concern that County will wave over us and do what they want to do.*
 - Tyler – All we can do is form realistic decisions. The real updates and feedback will have to come back from County staff.
 - County should give us a realistic time line.
 - County has rolled over us before but community involvement equals results. That is why it is important to involve the community so it won’t happen again.
- *We should all understand that County doesn’t really want community plans. Will County honor community plan? Any time spent changing zoning that requires an EIR is useless unless we have a commitment from County.. otherwise this document will be useless.. unless we get an EIR. Are there grants out there to fund an EIR? An EIR could take millions of*

dollars. Can we force an agreement with the County to nest the Valley Springs Plan into their EIR? We might need to start dialog now with County.

- This plan will not result in new roads going in tomorrow. Not in recent history has Valley Springs updated its community plan. It is very important that the community has a vision regardless if it is adopted. We do not have leverage with County without a vision. The Council (of Governments) is targeting to get this into the General Plan.
- There is a consultant working with County and will be working with Omni Means. County sees that both groups will work together. The General Plan circulation plan will work in partnership with the Valley Springs Community Plan. Completion of the General Plan is projected to be 18 months. The Valley Springs Community Plan can not be less restrictive than General Plan. Public Works would like to see a plan that can be implemented so when a development comes along the developer knows what to do based on the plan.

Tyler thanks everyone!!! Reminds them of outreach.