



FALL 2014

SOAR Renewal Effort Passes First Threshold

INITIAL FUNDRAISING TARGET REACHED - MORE NEEDED

The initial target of the SOAR renewal campaign was to raise pledges totaling \$500,000 between July 2013 and July 2014. Generous SOAR supporters topped that goal two months early! SOAR can now launch the important second phase of the renewal campaign.

Pro-development forces have deep pockets and will spend enormous funds to block SOAR's renewal. Far more funds will be needed to ensure campaign success. **Please go to the SOAR website and make your pledge today** to help preserve SOAR's open-space protections for Ventura County until 2050.

SOAR Renewal Campaign Milestones:

<p style="text-align: center;">PHASE 1</p> <p style="text-align: center;">RAISE INITIAL CAMPAIGN FUNDS</p> <p style="text-align: center;">— Summer 2014 —</p> <p>Initial target reached two months ahead of schedule</p>	<p style="text-align: center;">PHASE 2</p> <p style="text-align: center;">RECRUIT VOLUNTEERS AND DRAFT INITIATIVES</p> <p style="text-align: center;">— Fall 2014 —</p> <p>Continue fundraising Recruit volunteer petition signature gatherers in each community</p> <p style="text-align: center;">— Spring 2015 —</p> <p>Draft renewal initiatives for each city and unincorporated county</p>	<p style="text-align: center;">PHASE 3</p> <p style="text-align: center;">WIN!</p> <p style="text-align: center;">— Fall 2015 —</p> <p>Start gathering petition signatures</p> <p style="text-align: center;">— Spring 2015 —</p> <p>Continue fundraising Submit petition signatures</p> <p style="text-align: center;">— Fall 2016 —</p> <p>Run SOAR campaign and celebrate victory on Nov. 8!</p>
--	--	---

Volunteers Required in Each Community

SOAR RENEWAL PHASE 2 BEGINS

The SOAR renewal effort needs 300 volunteers to pledge to participate in the petition gathering phase of the initiative drive. Petition gathering will begin in the fall of 2015 only after 300 people have stepped forward and volunteered to gather a share of the 90,000 signatures needed. Petition gathering for SOAR is very rewarding and SOAR veterans will train volunteers.



Today, please go to SOARVC.org and sign up to be there when the SOAR initiatives are ready to hit the streets.



*Renewing SOAR will require a large grass-roots volunteer corps in each community to gather some 90,000 petition signatures starting in the fall of 2015. **Pledge to help us gather signatures at SOARVC.org!***

Phase 2 is scheduled to run from the summer of 2014 to the summer of 2015. Besides having 300 volunteer petition gatherers sign up, Phase 2 includes the drafting of the SOAR renewal initiatives for urban boundary limits for each city and for the county unincorporated area.

Join the SOAR Petition Corps!
SOARVC.org

Conejo Creek Development Project Plowed Under!

GRASSROOTS TRIUMPHS AGAIN!

Responding to overwhelming community opposition and outcry, the Camarillo City Council unanimously rescinded the Conejo Creek General Plan Amendment referral. The Conejo Creek development project would have put 2,500 houses and industrial development on the farmland at the bottom of the Conejo Grade. Though the referral was rescinded, the Environmental Impact Report process will still proceed, necessitating continued vigilance.



Camarillo residents turned out in full force to oppose the massive Conejo Creek development proposed for nearly 900 acres of farmland at the base of the Conejo Grade.

The will of the people to protect Ventura County's open spaces and farmland is alive and strong. More than 400 residents attended recent hearings, with over 50 speakers along with the Sierra Club, Naval Base Ventura County, the Environmental Defense Center and SOAR expressing their concerns with water,

traffic and growth impacts of this development.

This is the kind of grassroots energy that secured SOAR protections for Ventura County in 1998 and that will renew those protections for another generation in 2016. Three cheers for the citizens of Camarillo!

The will of the people has saved this prime farmland, ecological resource and iconic Ventura County vista, for now.



Water Crisis and SOAR

SOAR critics argue that if the drought continues, some agricultural land may have to go fallow and therefore should be opened up for development. That logic is flawed. California has the most variable rainfall patterns in the world. The demand for water should also be variable. It is far easier to adjust the amount of water going to land in agriculture than to land that has been urbanized. Stopping rampant urban sprawl onto agricultural lands makes water demand more flexible in a severe drought.



Once farmland is paved over water demand becomes less flexible.

A Fresh Look

We're gearing up to engage a new generation of SOAR supporters with a fresh new look for our logo, newsletter, website and social media. Share your favorite reasons for keeping Ventura County sprawl-free by visiting our newly redesigned website, Facebook, and Instagram pages. Post photos of your favorite protected places, get updates on important open-space and development issues around the county, make a campaign pledge, and sign up for the SOAR petition corps.

Follow Us at



@SOARVC

facebook



@SOAROpenSpace

instagram



@SOARVC

twitter



SOAR

SAVE OPEN SPACE & AGRICULTURAL RESOURCES



Photo by Luis Escobar

Running with the Tarahumara - Copper Canyon, Mexico

Patagonia and SOAR Present:

AN EVENING OF SHORT FILMS ON TRAIL RUNNING IN OPEN SPACES



📅 October 2nd, 2014

📍 **Patagonia**

235 W. Santa Clara St., Ventura

🕒 Doors open at 6:45 /

Event begins at 7:15

★ FREE event

Gear up for the 2014 SOAR Trail Run Series – or just drink in some great running and outdoor photography – at Patagonia Ventura on Thursday, October 2.

We'll enjoy two short trail running films, a presentation on the Hardrock 100 Endurance Run and a slideshow by acclaimed Born to Run photographer Luis Escobar about his recent experience running with the Tarahumara Indians in the Copper Canyon 50 Mile Ultra Marathon in Northern Mexico.

You can sign up for SOAR's trail run series at the event and enjoy a beer courtesy of Kona Brewing.

SOAR Trail Run Series Kicks Off November 2

RUN THROUGH THE ORCHARDS WITH SOAR



It's time to hit the trails again – the SOAR Trail Run Series is coming! Celebrate the open space and farmlands that SOAR protects by enjoying four trail runs each Sunday in November. The series starts on November 2 with the 10th Annual SOAR 5K/10K Run Through the Orchards in Moor-

park's beautiful Walnut Grove at Tierra Rejada. Participate in at least three out of four series runs to receive great prizes including a commemorative SOAR logo item, 50% coupon for Salomon footwear, and pancake breakfast celebration.

Details & Registration at SOARVC.org

SOAR 101: What, Why & How?

What is SOAR?

Soar is a series of voter initiatives that require a vote of the people before agricultural land or open space areas can be rezoned for development.

Why do we need SOAR?

Urban sprawl ran out of control in Southern California and protection of open spaces needed to be taken from politicians influenced by campaign money and given to the people directly.

How can we keep SOAR?

The SOAR initiatives were passed in 1998 and will expire soon. Citizens need to extend SOAR protection against urban sprawl until 2050 by passing new initiatives during the November 2016 election.

SOAR Trail Run Series

November 2:

SOAR 5K/10K Run Through the Orchards

Tierra Rejada Valley, Moorpark

November 9:

Patagonia 5K Salmon Run

Ventura River, Ventura

November 16:

Camarillo Off-road 5K

Mission Oaks Park, Camarillo

November 23:

Aloha 4K/8K Turkey Roundup

Arroyo Verde Park, Ventura



**SAVE OPEN SPACE &
AGRICULTURAL RESOURCES**

PO Box 7352
Ventura, California 93006

ADDRESS SERVICE REQUESTED

We're pushing to reduce our carbon footprint, and we need the email addresses of more SOAR supporters to do this.



Help keep SOAR green by going to SOARVC.org to **update your email address** today!

