

PRESERVE *The* LEGACY

FOR FUTURE GENERATIONS

Ventura County SOAR Renewal Campaign



WHAT IS SOAR?

SAVE OPEN-SPACE AND AGRICULTURAL RESOURCES, or SOAR, is a grassroots movement that grew in Ventura County from the desire of many residents to protect the county from the kind of urban sprawl that happened in Los Angeles and Orange counties.

The movement started in the early 1990s and used the voter initiative process to enact legislation that now protects agricultural land and open space. In 1998 voters approved SOAR initiatives across almost all of Ventura County. Until these initiatives passed, a majority of the Board of Supervisors or city councilmembers could simply vote to change the land use of these resources. Now those land use changes have to be approved by a vote of the people.

SOAR promotes smart growth by allowing cities to develop inside their boundaries as they choose. At the same time, the initiatives stop cities from extending out into the open space and agricultural lands of the unincorporated county.

But the initiatives have an expiration date. Although it seemed a long way off in the 1990s, the initiatives expire at the end of this decade. Our best window for renewal is the fall election of 2016 to continue the same protections for agriculture and open space to the year 2050.

With your help, we will preserve SOAR's legacy for generations to come.

**RENEW SOAR & PRESERVE THE LEGACY
FOR FUTURE GENERATIONS!**

Donate, Volunteer and Help Renew SOAR Now at SOAR2050.org



*“SOAR protects our unique communities, open spaces and vibrant agricultural economy. It’s time to renew our commitment to preserving these assets for future generations. **It’s up to all of us.**”*

— Mark Burley, SOAR BOARD MEMBER



REAPING THE BENEFITS OF

SOAR

As we begin the challenge of renewing SOAR, it's a good time to remember the many benefits we all reap from having the SOAR laws in place. By stopping urban sprawl and traffic congestion throughout Ventura County, SOAR is:



Keeping Our Cities from Sprawling Together

SOAR protects the greenbelt areas between our cities and preserves each city's distinct identity.

Nourishing the Spirit

SOAR offers relief from the stresses of urban living by preserving large expanses of open space adjacent to urban areas.



Nourishing the Body

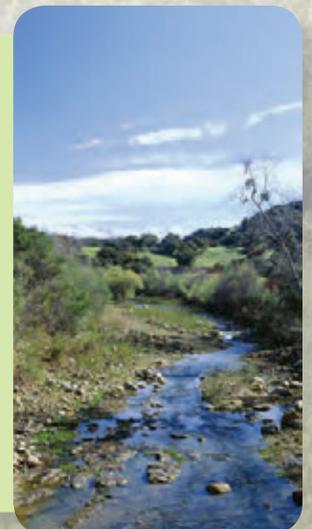
SOAR helps us keep healthier by protecting parks and open space lands to recreate, and local farmland where fruits and vegetables can be picked ripe and eaten when they're freshest and most nutritious.

Cleaner Air

SOAR protects crops and natural vegetation that clean the air and supports locally-grown food that travels shorter distances to our plates, reducing fossil fuel use and associated air pollution.

Conserving Our Water

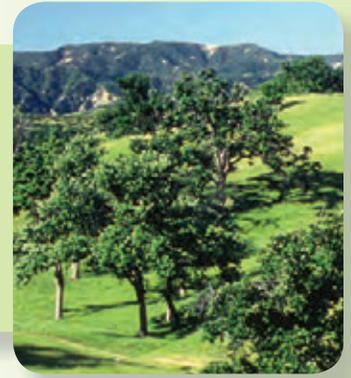
SOAR keeps intact unpaved open space lands that filter stormwater, replenish groundwater aquifers, and provide natural flood control systems.





Protecting Nature

SOAR protects habitats and wildlife corridors that are vital to native plants and animals, including several threatened and endangered species found nowhere else on earth.



Securing a Safe Food Source

SOAR saves farmland that helps to provide our region with a secure food source in the face of an uncertain future.

Furthering Economic Growth

SOAR protects some of the most productive farmland in the world that supports a \$2 billion agriculture industry, and protects a quality of life that attracts homebuyers, clean businesses and high paying jobs.



Controlling Congestion

SOAR not only holds the line on development, it has slowed the growth in automobile traffic so Ventura County experiences far less congestion than areas where there are no SOAR protections, like the San Fernando Valley.

Fighting for a Better Future

SOAR protects farmland and open space today, giving our children and grandchildren a fighting chance at achieving a sustainable future. This legacy is our greatest gift to pass on to those following in our footsteps.



*Volunteer
and Donate
at SOAR2050.org*

HOW WE RENEW **SOAR**

We know how valuable and important it is to renew SOAR. However, pro-development forces will profit handsomely if they can stop SOAR from being renewed.

Our opponents are smart, well-financed and willing to play political hardball. They will pose an even greater challenge than what we faced when we initially won approval of SOAR in 1998.

- **Winning this campaign will require grassroots citizens** who are invested in defeating the pro-development forces by providing the volunteer power and the financial resources that are essential for victory.
- We must set and meet key thresholds before we launch our actual campaign.
- In 1998 we needed \$400,000 to win the original SOAR campaign. We will need at least twice that for this campaign. **We must raise \$500,000 of that amount in pledges by the summer of 2014** to keep ourselves on schedule for a 2016 SOAR renewal campaign.
- In 1998 we needed 75,000 signatures to launch the countywide SOAR campaign. **We will need 90,000 signatures for this renewal campaign, and over 300 volunteers to gather these signatures.**
- Political experts tell us the best time to renew SOAR is during the 2016 presidential election. To do that we must stay on our campaign schedule.

SOAR's volunteers stretch your contribution further than any organization in Ventura County and we have already raised over \$250,000 in pledges. Our goal is \$500,000 by the summer of 2014. A yearly installment plan allows pledged contributions to be spread out between now and 2016.

We need your financial commitments NOW to stay on schedule. Will you join this grassroots effort and play your part in preserving the legacy of SOAR for future generations?



“There are few efforts that produce such satisfying, tangible and long-lasting results as playing a part in preserving the legacy of open space and farmland for generations to come.” — Karen Schmidt, EXECUTIVE DIRECTOR

SOAR BOARD OF DIRECTORS

Councilmember Al Adam, Thousand Oaks
County Supervisor Steve Bennett, Ventura
Diane Bentz, Simi Valley
Merril Berge, Camarillo
Brian Brennan, Ventura
Mark Burley, Santa Rosa Valley
Mic Farris, Thousand Oaks
Richard Francis, Ventura
Larry Older, Ventura
County Supervisor Linda Parks, Thousand Oaks



SOAR IS EXPIRING!



SOAR Protects Ventura County From Urban Sprawl.



**With your help,
we can renew SOAR.**

*Donate or volunteer at
SOAR2050.org*

