



November 2016 Election Edition

# SOAR Sweeps!



## YOU WERE THE KEY TO SOAR'S VICTORY

SOAR is a quintessential grassroots organization. Citizen volunteers like you stepped up and made SOAR a success. Volunteers organized in 8 cities and in the unincorporated areas countywide.

Volunteers wrote 9 initiatives, gathered 84,000 signatures, raised over \$750,000, fended off legal challenges, defeated a competing initiative designed to weaken SOAR, and won overwhelming approval for the renewal of SOAR to 2050.



Each one of you played a unique role in this campaign. We hope you take special pride in your contribution to SOAR's success. Your children and grandchildren will thank you.

## ELECTION RESULTS:

### SOAR Measure C

YES 59%  
NO 41%

### Sustain Measure F

YES 46%  
NO 54%

### Fillmore Measure A (2050)

YES 57%

### Moorpark Measure E

YES 74%

### Camarillo Measure J

YES 74%

### Oxnard Measure L (2050)

YES 75%

### Ventura Measure P

Yes 72%

### Santa Paula Measure U

YES 55%

### Thousand Oaks Measure W

YES 76%

### Simi Valley Measure Z

YES 68%

# Our Grassroots efforts made it happen!



## The Message Behind SOAR's Decisive Victory

SOAR's decisive win that approved reauthorizing the county SOAR and the urban boundaries around eight cities, is one of the most significant election results in California.

It tells the rest of the state that voters in Ventura County have empowered themselves to protect open space and farmland. It tells developers that the voice of voters speaks louder than politicians. It tells farmers that they can invest for the long term – for example, by planting trees that take years to mature – because the surrounding farmland isn't likely to be rezoned for more housing tracts and retail centers. It tells developers that cheap open space isn't up for grabs for quick conversion in Ventura County. It tells cities

it's up to you to determine how to grow, but it won't be by sprawling out beyond your urban boundaries into farmland and open space if your citizens are in opposition.

As the SOAR experience continues, the right of voters to protect Ventura County's open space and agricultural land will become even more strongly embedded as a core value. In the long run, it should only expire when citizens affirmatively vote to relinquish that right. The longer we stave off development of the remaining farmland and open space in Ventura County, the more treasured it becomes, and the more prized is the citizen empowerment for determining the future of our community and environment.



# HELP SOAR CLOSE THIS CHAPTER AND PREPARE FOR THE NEXT

In the face of highly visible and well-funded opposition, SOAR laid everything we had on the table and then some to ensure SOAR's legacy for the next generation. Our decisive victory is a testament to the tremendous commitment of our grassroots organization and to the highly effective use we made of every one of the nearly three-quarters of a million dollars we spent in the November election.

Many SOAR supporters gave generously to this campaign, knowing that if we succeeded, they would not have to fight to renew SOAR again in their lifetime – and that is a very good thing.

Uncertain as to how much money developers would spend at the end of the campaign, SOAR needed to run a vigorous mail campaign to ensure victory in this critical all or nothing campaign. That effort drained all of our resources. We are now facing a debt to repay.

We are asking our supporters to step up again to help us pay off our campaign debts and to rebuild our funds for the future. Having a financially strong SOAR discourages speculative developers from coming forward with detrimental development schemes, and enables us to stay vigilant and ready to respond to future threats.

Please consider another generous contribution to SOAR as you celebrate SOAR's victory and remember SOAR's contribution to our future.

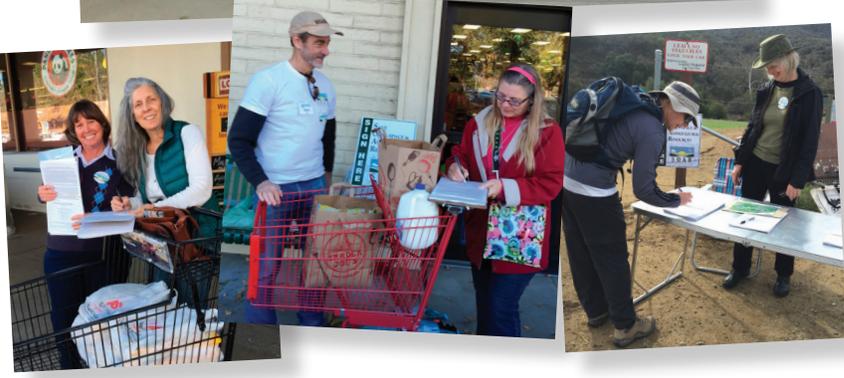


*We Gathered,  
We Campaigned,  
We Won, and  
We Will  
Do it AGAIN!*





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## SOAR's Thank You and Reflection Party

SOAR is here to stay, at least until 2050, thanks to you and others who donated money and volunteered time, sweat, and tears to bring SOAR to victory on Election Day. After the holidays, we want to gather again and rejoice and also ask one more thing from you: your input. We want to reflect on your role, and also assemble a time capsule of lessons learned and suggestions to pass on to those who will be here to re-up SOAR in the future. Please look for your invitation to SOAR's Thank You and Reflection Party in the early part of next year, and join together with volunteers throughout the county for this culmination of a hard fought campaign and path forward for our future endeavors.

