

Measure K brings an early end to your right to vote on urban sprawl projects outside of Oxnard.

Measure K ends your right to vote in 2030. After that you will no longer have a vote on whether to approve or deny development proposals outside of Oxnard's urban growth boundary.

SOAR 2050, Measure L, extends your right to vote until 2050 which is the same as all the other SOAR Measures for the cities in the rest of Ventura County.

This effort to end your right to vote early was promoted by pro-development interests. Why are they afraid to let you keep the right to vote?

In Ventura County, voters approve good projects that benefit the community and stop bad ones. Since SOAR passed in 1998 there have been 11 SOAR votes in Ventura County and 6 of them were approved by the voters.

Your having the right to vote is a good thing for two reasons.

One, knowing citizens will have to approve the project, developers present better projects that have more public benefits.

Two, developers make fewer campaign contributions to City Council members because it is citizens, not politicians, who have the final say on approval of their project.

Many developers and politicians do not like citizens having the right to vote on their urban sprawl proposals.

Knowing they cannot defeat SOAR in a straight yes or no vote, pro-development forces have pushed for competing measures on the ballot that confuse voters and weaken your right to vote.

If SOAR protection ends in Oxnard in 2030 while citizens in other cities keep the right to vote until 2050, tremendous development pressure will be directed towards Oxnard.

Please join us and vote NO ON MEASURE K and YES ON MEASURE L.