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**FOR IMMEDIATE RELEASE**

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<http://oceanside-soar.org/resources>

**SUBJECT: OCEANSIDE GETS READY TO SOAR!**

OCEANSIDE SOAR (Save Open-space and Agricultural Resources), the grassroots, citizen-led initiative, has qualified for the November Ballot with over 11,000 signatures verified by the San Diego County Registrar of Voters.

Statement: SOAR was successful due to our fantastic volunteer effort with over 90 grassroots volunteers collecting signatures from registered voters throughout Oceanside. We'd like to recognize each and every one who went out in the community to explain SOAR to the voters and why it is needed.

We would also like to thank every voter who signed the petition and were so enthusiastic about the effort to give citizens a say in the City's planning. They quickly realized they must take action to protect our parks, open space, and prime farm land from inappropriate development. Every neighborhood feels the impact of bad development through traffic congestion, air pollution, and increased costs for schools, public safety, water, sewers, and roads.

Oceanside SOAR is modeled after eight other very successful SOAR initiatives in Ventura County that went into effect over 20 years ago and were recently renewed with strong voter support. SOAR protects parks, river trails, habitat areas, and other open space. It also encourages farmers to continue farming and improve their land while protecting it from dense, sprawl development. It also encourages agri-tourism which improves their sustainability.

This citizen-led effort, when it passes in November, will require a majority vote of citizens in order to change current zoning that protects open space and farmland. The current city council has shown they put developers before the people of Oceanside. The SOAR Initiative will put citizens first. It will allow the voters of Oceanside to decide if a proposed development that would change our General Plan is in the best interests of our community. The people of Oceanside made it clear that is what they want when they signed the initiative petition. We hope our Mayor and City Council hear the message and adopt the SOAR Initiative. Let's all work together for the kind of development that preserves what we love about Oceanside.

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