



JEFF GORELL
Supervisor, 2nd District

ISRAEL RODRIGUEZ
Field Representative
Supervisor Jeff Gorell



**MEMBERS
OF THE BOARD**

- PAT RICHARDS, CHAIR
- BOB FULKERSON, VICE CHAIR
- TYLER COBB
- JOHN W. (JACK) FOSS
- PATRICIA MARTINEZ
- JENNIFER AMODEI (ALT)

REGULAR MEETING

AGENDA (Amended)

**February 22, 2024
7:00 PM**

**Municipal Advisory Council
Somis, California**

**Somis Elementary School
Multipurpose Room
5268 North Street
Somis, CA 93066**

WEB ACCESS

At: <https://ventura.org/somismac>
MAC Calendar, Agenda, and Minutes

Welcome to the meeting of the Somis Municipal Advisory Council (MAC) an advisory council for the unincorporated area of Somis to Ventura County Supervisor Jeff Gorell.

LEGAL NOTICES

Persons who require accommodation for any audio, visual, language, or other disability to review an agenda or to participate in a meeting of the Somis Municipal Advisory Council per the American Disabilities Act (ADA), may obtain assistance by requesting such accommodation by calling (805) 214-2510 or e-mailing Israel.Rodriguez@ventura.org. Any such request for accommodation should be made at least 48 hours prior to the scheduled meeting for which assistance is requested.

All agenda reports and supporting data, including those filed in accordance with Government Code Section 54957.5 (b) (1) and (2) are available from Ventura County Supervisor Jeff Gorell's office at 2100 E Thousand Oaks Blvd, Suite E, Thousand Oaks, CA 91362. The same materials will be available and attached with each associated agenda item, when received, at the following website: <https://ventura.org/somismac>

Documents including staff materials, comment emails and letters, photos, etc., distributed to the Somis Municipal Advisory Council regarding any agenda item during an open session or after the meeting concluded, are posted online and made available for public inspection at <https://ventura.org/somismac>

PUBLIC COMMENT

Public comment is the opportunity for members of the public to participate in meetings by addressing the Somis Municipal Advisory Council in connection with one or more agenda or non-agenda items. Public comments by a member of the public at a single meeting are limited to a cumulative total of five minutes at such meeting unless the time allotment is increased or decreased by the Chair depending on the number of speakers. The public comment period during the opening part of the meeting to address non-agenda items is limited to 30 minutes total for all speakers; this 30-minute limit does not apply to items on the agenda.

To maintain a public meeting environment conducive and welcoming to receiving public comments from all members of the public, the audience is discouraged from engaging in displays of support or opposition to staff reports or public comments, including clapping, yelling, booing, hissing or cheering, that may create a disruptive environment for members of the public wishing to participate. Any person who disrupts or impedes the orderly conduct of a meeting will be instructed to cease the disruptive conduct. Failure to do so may result in that person being removed from the meeting.

Members of the public who would like to augment their comments with visual or audio presentations must submit their materials to the Israel.Rodriguez@ventura.org for review at least 48 hours before the meeting. The review will be conducted to determine only whether the materials are on matters within the jurisdiction of the Municipal Advisory Council, would be disruptive of the meeting, or would foster illegality, such as identity theft. If it is determined that materials are about matters not within the Municipal Advisory Council's jurisdiction, or would be disruptive of the meeting, or would foster illegality, use of County-provided equipment will not be allowed.

Email or Mail Public Comment in Advance of the Meeting

If you wish to make a comment on a specific agenda item by email or mail, please submit your comment by 12:00 p.m. on the day prior to the meeting. Indicate in the Subject Line the Agenda item number (e.g., Item No. 9) on which you are commenting. Your email or written comment will be distributed to the Municipal Advisory Council and placed into the item's record for the minutes of the meeting. Public Comments submitted in writing are public records and subject to disclosure. An unredacted version is made available when records are requested by a Public Records Act request. Please do not submit personal contact information if you do not want it to be made public. Please submit your comment to Israel.Rodriguez@ventura.org or mail to:

Somis Municipal Advisory Council
Ventura County Supervisor Jeff Gorell
2100 E Thousand Oaks Blvd Suite E
Thousand Oaks, CA 91362

In-Person Public Comment

If you would like to provide a verbal comment **in person** during the meeting, upon arrival at the meeting location, check in with staff and complete a comment card. When your name is called for public comment, please proceed to the podium. If you do not wish to pre-register but would like to provide in-person comments at the meeting, you must check in with the staff prior to the agenda item being called.

OPENING

1. Call to Order.
2. Roll Call.
3. Election of New Officers for 2024
4. Pledge of Allegiance to the Flag of the United States of America.

5. Approval of the Minutes from the Somis Municipal Advisory Council held on December 13, 2023
6. Agenda Review
7. Consent Agenda Items (11 through 13)
8. Public Comments – Citizen presentations regarding Somis Municipal Advisory Council related matters NOT appearing on this agenda. (See Guidelines above).
9. Office of Ventura County Supervisor Jeff Gorell's Comments – Brief announcements and report on County activities.
10. Council Comments – Comments by Council members on matters they deem appropriate. A Council member may ask a question for clarification, make a brief announcement, or make a brief report on his or her own activities. A Council member may also provide a reference to staff or other resources for factual information, or request staff to report back to the body at a subsequent meeting concerning any matter. The Council may also direct staff to place a matter of business on the future agenda.

CONSENT AGENDA

Consent Agenda items are routine and non-controversial. Items are reviewed and approved together by the Council as recommended and without discussion unless an item is pulled for separate action by the Board on the Regular Agenda. Consent items are heard at the Council's discretion and may be heard at any time during the meeting.

11) California Highway Patrol Safety Report

CHP Moorpark and the Moorpark Police Department (Ventura County Sheriff) will be hosting an open house event at our station on April 13th. This event will give the public a chance to see our station, checkout our patrol and special enforcement vehicles, we will be holding a "bike rodeo" for new, young bicycle riders which will include a skills course and a helmet fitting station. The CHP Moorpark Area continues to send Special Enforcement Units (SEU) to conduct targeted patrols in Somis, specifically targeting unsafe driving in the area surrounding Somis Elementary School. Citations were issued for unsafe turns, stop sign violations, unsafe speed, and various parking violations. Through the use of SEU's, Maximum Enforcement Periods, and daily proactive patrols, The California Highway Patrol has made significant strides in reducing the milage death rate (MDR), which is the

number of lives lost in crashes per 100 million vehicle miles driven on California highways, and reducing highway violence, specifically freeway shootings. The MDR dropped from 4,496 lives lost in 2022 to approximately 3000 lives lost in 2023. Additionally, freeway shootings dropped 25% in that same timeframe.

12) Ventura County Fire Department

El Nino weather conditions continue to affect Ventura County. We encourage the public to monitor weather conditions, plan ahead and stay safe from flooding. Keep rain gutters and drains clear, prepare an emergency go kit and sign up for VC Alert at www.readyventuracounty.org. The Ventura County Fire Department is working to prepare its new headquarters in Thousand Oaks for operation. The department hopes to complete its move-in this June. More structure fires start in kitchens than in any other room. The Ventura County Fire Department focused much of its community education efforts on kitchen fire safety in 2023. That campaign helped reduce the number of kitchen fires to which VCFD responded from 70 in 2022 to 56 in 2023, a 20% decrease.

13) Update Ventura County Sheriff Department

Camarillo Police Department and the Ventura County Sheriff's Office are currently accepting applications for upcoming Citizen's police Academy, which is a 12-week course designed to give citizens an overview of departmental functions and procedures. Anyone 18 or older can apply if they have no felony convictions. A new and dangerous game called "Water Assassins" is being played by high school students. The play guns appear as real weapons and are causing a lot of calls to the Sheriff station. Sometimes laws are broken including displaying an imitation firearm, trespassing, reckless driving, battery, or assault. Parents need to be aware and encourage their children to not participate in dangerous activities.

REGULAR AGENDA

Regular Agenda items are heard at the Council's discretion and may be heard at any time during the meeting. (Continue to the Next page for the items under the Regular Agenda)

14) Review of Amended 2024 Municipal Advisory Council Meeting Calendar:

MAC members to review amended 2024 Somis MAC calendar for consideration.
(See attached draft calendar)

15) Update for Public Works Requests December and January – Somis

In December a total of 14 requests were received using the Public Works, VCPWA Connect App. Out of the 14 requests a total of 12 were closed out and two carried over. Eight of the requests were for customer service or general questions, three were for water services/requests, one for weed abatement, one for illegal dumping, and one for road maintenance.

For the month of January, a total of 32 requests were made using the Public Works, VCPWA Connect App. Out of the 32 requests, a total of 32 have been closed out. Fifteen of the requests involved general questions or concerns, 6 for road maintenance requests, 7 for water services/requests, 3 involving waste or sanitation issues, and one was for illegal grading. The app can be used to report issues such as graffiti removal, potholes, waste management issues, and illegal dumping. Please refer online: VCPublicWorks.org or your app store and search VCPWA Connect. It is an effective way to solve issues and help your community.

January showed a 43% increase in reports indicating more people are beginning to use the app for reporting issues.

16) Update Presentation of Somis Farm Housing Project – Alex Pratt, Vice President of AMCAL/ AMTEX Housing.

Mr. Pratt will provide an update on the project, and address questions, issues, and concerns the public may have about the project.

17) Creating a Vision Statement and the Future of Somis

Developing a vision statement that serves as an inspirational declaration for the community of Somis and is a critical first step in the 3–5-year plan.

- Field Representative Israel Rodriguez will provide a worksheet for MAC Members and the public to participate in developing the statement.

CLOSING

18) Adjournment of the Somis Municipal Advisory Council meeting to the next meeting, April 11, 2024, at Somis Elementary School, 5268 North Street, Somis, CA 93066



VENTURA COUNTY FIRE DEPARTMENT

Dustin Gardner

Fire Chief

165 Durley Avenue, Camarillo, CA 93010-8586

Website: **VCFD.org**
Twitter: **@VCFD**
Facebook: **@VenturaCountyFire**
Instagram: **@VenturaCountyFire**

Contact: Scott Thomsen
Director of Communications and Public Affairs
Phone: **(805) 914-8502**
Email: **scott.thomsen@ventura.org**

Feb. 15, 2024

Attn: Supervisor Jeff Gorell and Municipal Advisory Committees

- El Nino weather conditions continue to affect Ventura County. We encourage the public to monitor weather conditions, plan ahead and stay safe from flooding. Keep rain gutters and drains clear, prepare an emergency go kit and sign up for VC Alert at www.readyventuracounty.org.
- The Ventura County Fire Department is working to prepare its new headquarters in Thousand Oaks for operation. The department hopes to complete its move-in this June.
- More structure fires start in kitchens than any other room. The Ventura County Fire Department focused much of its community education efforts on kitchen fire safety in 2023. That campaign helped reduce the number of kitchen fires to which VCFD responded from 70 in 2022 to 56 in 2023, a 20% decrease.

Sincerely,

Scott Thomsen

Director of Communications and Public Affairs

Ventura County Fire Department



JEFF GORELL
Supervisor, 2nd District

ISRAEL RODRIGUEZ
Field Representative
Supervisor Jeff Gorell



**MEMBERS
OF THE BOARD**

- PAT RICHARDS, CHAIR
- BOB FULKERSON, VICE CHAIR
- TYLER COBB
- JOHN W. (JACK) FOSS
- PATRICIA MARTINEZ
- JENNIFER AMODEI (ALT)

REGULAR MEETING

MINUTES (Amended)

**December 13, 2023
7:00 PM**

**Municipal Advisory Council
Somis, California**

**Somis Elementary School
Multipurpose Room
5268 North Street
Somis, CA 93066**

WEB ACCESS

At: <https://ventura.org/somismac>

MAC Calendar, Agenda, and Minutes

Welcome to the meeting of the Somis Municipal Advisory Council (MAC) an advisory council for the unincorporated area of Somis to Ventura County Supervisor Jeff Gorell.

OPENING

1. Call to Order.
 - Meeting called to order at by **Chair Pat Richards** at 7:00 PM
2. Roll Call.
 - Somis MAC Members Present: **Chair Pat Richards, Bob Fulkerson, Jack Foss, Tyler Cobb, Patty Martinez, and Jennifer Amodei.**
3. Pledge of Allegiance to the Flag of the United States of America.
4. Approval of the Minutes from the Somis Municipal Advisory Council held on October 11, 2023. Motion Passes.
 - Motion to Accept the October 11, 2023, Minutes made by **Jack Foss** and seconded by **Tyler Cobb**. Motion Passes.
5. Agenda Review
 - No changes
6. Consent Agenda Items (10 through 12)
 - Motion to Accept Consent Agenda Items made by **Bob Fulkerson** and seconded by **Jack Foss**. Motion Passes.
7. Public Comments – Citizen presentations regarding Somis Municipal Advisory Council related matters NOT appearing on this agenda. (See Guidelines above).
 - No public comments
8. Office of Ventura County Supervisor Jeff Gorell's Comments – Brief announcements and report on County activities.
 - **Supervisor Gorell** thanked the people from Caltrans, Region 7, who are here to make a presentation on up-and-coming projects. It means a lot that they have come out and they have been great partners for our office.
 - I also want to thank our public safety officers who take time away from their families to make their presentations.
 - We had several accomplishments for 2023 including:
 - i. Safety enhancements put in on Balcom Canyon and the 118 that will help keep people from crossing over double yellow lines into on-coming traffic.
 - ii. Helping to re-open the Somis Pre-School.

- iii. Held several meetings to help expand library services in Somis including an Express Library.
- iv. Modernized the Somis MAC by bringing in live streaming.
- v. The Somis Mac is taking on the task of developing a 3–5-year plan to become more pro-active addressing issues and looking for new opportunities for the community.
- Spoke about the Public Works portal for reporting issues for road maintenance, illegal dumping, graffiti, etc... Our office tracks these issues, and we hold our agencies accountable for resolving issues.
- I want to wish everyone Merry Christmas, and a Happy New Year.

9. Council Comments

- None

CONSENT AGENDA

Consent Agenda items are routine and non-controversial. Items are reviewed and approved together by the Council as recommended and without discussion unless an item is pulled for separate action by the Board on the Regular Agenda. Consent items are heard at the Council's discretion and may be heard at any time during the meeting.

10) California Highway Patrol Safety Report

CHP Moorpark and the California Highway Patrol will be kicking off our annual CHIPs for Kids Toy Drive event this month. You can drop off new, unwrapped toys at the CHP Moorpark Area office Monday-Friday from 8 a.m. to 5 p.m. We will also be holding our big drive-through drop-off event Friday, December 8th at the Walgreens on Ventu Park Road in Thousand Oaks. The California Highway Patrol will be conducting a Maximum Enforcement Period (MEP) over the holiday. The focus for this MEP will be occupant restraint (seatbelt and child safety seat) violations.

RECEIVED AND FILED

11) Ventura County Fire Department

The Ventura County Fire Department has opened escrow on a building at 2400 Conejo Spectrum in Thousand Oaks that it intends to use as its next headquarters. Applications for firefighter jobs are scheduled to be accepted in late January. The Spark of Love holiday toy drive is underway with collection locations at every VCFD fire station. The Ventura County Sheriff's Office, Oxnard Fire Department and Ventura Fire Department are participating with us in this effort. Last year, the drive provided toys to more than 30,000 needy children across the county. Additionally, the campaign partners with Food Share to collect and distribute food to thousands of

needy families in the county.

RECEIVED AND FILED

12) Update Ventura County Sheriff Department

Senior Deputy Miguel Gonzalez provides safety tips for the holiday season on how to keep from becoming a victim while shopping in stores or online. See attached safety report.

RECEIVED AND FILED

REGULAR AGENDA

Regular Agenda items are heard at the Council's discretion and may be heard at any time during the meeting. (Continue to the Next page for the items under the Regular Agenda)

13) Update on South Fire:

An update on the South Fire was provided by **Ventura County Fire Department Captain Mike Hansen**. The South fire was first reported on Saturday December 9th on South Mountain. The fire was cleared out as of this morning, December 13th. The fire burned nearly 2,900 acres and evacuation orders were immediately used to help protect lives. There were several cooperating fire agencies who joined in to help combat the fire including Ventura FD, Oxnard FD, LA County Fire, LA City FD, Cal Fire, Ventura County Sheriff, and Emergency Services. The cause of the fire is still under investigation. No loss to lives or structures.

14) Update for Public Works Request – Somis

For the month of November, a total of 20 requests were made using VCPWA Connect app, the Public Works online portal for reporting issues. Out of the 20 requests, a total of 18 have been closed out. Most of the requests involved water leaks, illegal dumping, road maintenance. Please refer to the attached Somis Public Works Report November 2023 for detailed comments.

15) Caltrans Presentation: Karen Fong

Lee Haber, Karne Fong, and other members from Caltrans Region 7 team made a presentation on Somis road projects, maintenance, and safety road enhancements for 2024-2028. Planned projects include.

- Working with the county to expedite the permit process for the Somis Farm Housing project on State Route 34. Project also includes the addition of a traffic light, two right hand turn lanes, and one left turn lane into the housing project.
- Upgrade State 34 from Route 1 to Route 118 with cold plane and overlay pavement, new guardrails, flashing neocons. Project upgrades begin in 2024.
- State Route 118 improvements include a new Commercial Vehicle Enforcement Facility (CVEF) in eastbound direction, truck parking and inspection canopy, weigh-in-motion scales on both lanes, installing CCTV cameras and Census Stations. Construction begins in Summer of 2024.
- Pavement Rehabilitation projects on:
 - 118 From 126 to Montair Drive - 2027
 - 118 From Route 1 to Route 118 – Spring of 2024
 - 118 From Montair to Spring Road – 2025
- Storm Damage Repair:
 - From sand Canyon Rd. to Balcom Canyon Rd. – 2024
 - West of Mesa School Rd./La Vista Avenue

Council Comments on Caltrans Presentation:

- **Tyler Cobb** brought up the condition of the waterline which remains exposed in many areas on State Route 34. There were questions and concerns as to when the county waterlines would be replaced as part of the 118 projects. Concerns for providing adequate water for fire protection purposes were also discussed. Caltrans officials said they would follow-up with Supervisor Gorell's office.
- **Pat Richards:** Asked about providing lighting on "T" intersections along the 118 where it is dark and difficult for drivers to see.

16) Review of Proposed of 2024 Municipal Advisory Council Meeting Calendar

MAC members to review the 2024 MAC calendar for consideration. (See attached draft calendar)

- Motion to Accept Consent Agenda Items made by **Patty Martinez** and seconded by **Jack Foss**. Motion Passes.

17) Update on the Re-Opening of Somis Preschool: Pastor Gary

Pastor Gary from Somis Community Church provided a brief report on the re-opening of Somis Preschool. He covered the reason for closing and what measures they are currently undergoing to re-open the school pending approval from county departments.

18) Somis MAC Christmas/Holiday Celebration

Field Representative Israel Rodriguez on behalf of the Supervisor thanked the MAC Board and the residents of Somis for completing our first year of service.

CLOSING

19) Adjournment of the Somis Municipal Advisory Council meeting to the next meeting, February 14, 2024, at Somis Elementary School, 5268 North Street, Somis, CA 93066

- The meeting was adjourned at 8:46 by **Chair Pat Richards**.



CALIFORNIA HIGHWAY PATROL

To: The Somis MAC c/o Supervisor Gorell's office

CHP MOORPARK'S SOMIS MAC TALKING POINTS: (2.22.24)

- CHP Moorpark and the Moorpark Police Department (Ventura County Sheriff) will be hosting an open house event at our station on April 13th. This event will give the public a chance to see our station, checkout our patrol and special enforcement vehicles, we will be holding a "bike rodeo" for new, young bicycle riders which will include a skills course and a helmet fitting station. We look forward to seeing you and your families at this fun event.
- The CHP Moorpark Area continues to send Special Enforcement Units (SEU) to conduct targeted patrols in Somis, specifically targeting unsafe driving in the area surrounding Somis Elementary School. Citations were issued for unsafe turns, stop sign violations, unsafe speed, and various parking violations. Targeted patrols help saturate an area where multiple violations are known to be happening at once so multiple violations can be addressed in the area simultaneously.
- Through the use of SEU's, Maximum Enforcement Periods, and daily proactive patrols, The California Highway Patrol has made significant strides in reducing the mileage death rate (MDR), which is the number of lives lost in crashes per 100 million vehicle miles driven on California highways, and reducing highway violence, specifically freeway shootings. The MDR dropped from 4,496 lives lost in 2022 to approximately 3000 lives lost in 2023. Additionally, freeway shootings dropped 25% in that same timeframe. We ALL need to do our part to continue this positive downward trend.
- The California Highway Patrol is hiring 1,000 officers to help make California's roadways safer. If you or someone you know would like to join the CHP, visit www.betheCHP1000.com for more information and to speak with a local recruiter. Also, the CHP is hiring more than JUST officers. We are currently looking to fill 165 dispatcher vacancies across the state and are also looking for Commercial Vehicle Inspection Specialists to inspect the growing number of commercial vehicles on California highways. The CHP will provide you with the training for all three of these positions. More details and applications can be found at www.chp.ca.gov.
- Follow CHP Moorpark on social media for traffic updates, sig alerts, evacuation notices, roadway closures, and general information on what the CHP is doing in your area.

Twitter: @CHPMoorpark
Facebook: @CHP-Moorpark
Instagram: @CHPMoorpark

Contact: **Officer Ryan Ayers**
Public Information Officer
Phone: **(805) 553-0800**
Email: **rayers@chp.ca.gov**



Ventura County Sheriff: February Somis Safety Report

Camarillo Police Department and the Ventura County Sheriff's Office is currently accepting applications for upcoming Citizens Police Academy, which is a 12-week course designed to give citizens an overview of the police department's function and operational procedures. The class meets once a week for twelve weeks and it entails presentations and tours of various functions in the agency. The next academy for Camarillo / Somis area residents is September 10, 2024. Anyone over 18 years old with no felony convictions if interested can apply at city hall or online. If you would like to attend academies in other cities, please check with that local agency for their respective dates.

Another trend that is occurring in Camarillo and surrounding areas is a game played by high school aged students called "Water Assassins" generating calls for service and raising concern. It is a game played by teenagers outside of school hours where a student targets another with a water gun. It might involve their homes, vehicles and/or social events. Most students know to play the game with a brightly colored toy water gun, but sometimes poor judgement is used, and the water gun may appear to look like a real firearm. This obviously presents great challenges and concerns for law enforcement and citizens. In addition, sometimes other laws are broken including, but not limited to brandishing a weapon, displaying an imitation firearm, trespassing, reckless driving, battery or assault.

The game is not sponsored by schools and is not typically played at school. During the "water assassination," teenagers will commonly video record their target getting hit with water to prove they were eliminated from the game. Due to the game occurring outside of school hours, it increases police calls for service when community members believe criminal activity is occurring and call 911.

Parents who may have students participating in the high school game need to talk to their kids about being safe and using good judgement. Students should avoid the following dangerous actions:

- Do not speed or chase each other using their vehicles.
- Do not block traffic with their vehicles or create traffic hazards.
- Do not wear dark clothing at night and hide under vehicles or behind bushes.
- Do not use water guns that look like real firearms!!
- Do not disrupt business operations nor the peace of uninvolved citizens.



**VENTURA COUNTY
SHERIFF'S OFFICE**
OFFICE OF JIM FRYHOFF, SHERIFF

Miguel Gonzalez
Senior Deputy

📍 [800 S. Victoria Ave, Ventura, CA, 93009](https://www.google.com/maps/place/800+S+Victoria+Ave,+Ventura,+CA+93009)

🌐 [venturasheriff.org](https://www.venturasheriff.org)

🔗 apply.venturasheriff.org





2024

Somis MAC 2024 Meeting (Amended) Calendar

- Meets Every Other Month
- Meets on the Second Thursday of the month. Note* With the exception of February 22 which is the Third Thursday.

JANUARY

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DECEMBER

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Creating the Vision and Future for Somis

What is a vision statement?

A vision statement is a declaration of an organization's purpose, goals and desired outcomes. This statement helps stakeholders envision what the organization will look like in the future, providing them with directions to move toward when planning and implementing community strategies. When MAC members and residents have a clear, meaningful, and realistic vision to work toward, it can help motivate them to achieve those goals. You can reference your vision statement externally in advertising and on public-facing websites or internally in company documents and as a measure for performance reviews.

Example Nonprofit Vision Statements

Here are some examples of nonprofit vision statements:

- **VFW:** Our vision is to ensure that veterans are respected for their service, always receive their earned entitlements, and are recognized for the sacrifices they and their loved ones have made on behalf of this great country.
- **Amnesty International:** Amnesty International's vision is of a world in which every person enjoys all of the human rights enshrined in the Universal Declaration of Human Rights and other international human rights instruments.
- **ASPCA:** Our organization was founded on the belief that animals are entitled to kind and respectful treatment at the hands of humans and must be protected under the law.
- **Cleveland Clinic:** We strive to be the world's leader in patient experience, clinical outcomes, research, and education.
- **Ducks Unlimited:** The vision of Ducks Unlimited is wetlands sufficient to fill the skies with waterfowl today, tomorrow and forever.
- **Habitat for Humanity:** A world where everyone has a decent place to live.
- **Human Rights Campaign (HRC):** The Human Rights Campaign envisions a world where lesbian, gay, bisexual, transgender, and queer people are embraced as full members of society at home, at work, and in every community.

What to Include in a Vision Statement?

Vision statements should be short (usually no longer than two sentences), memorable, aspirational, and compelling. The average length ranges from 10 to 15 words (a vision statement of 30 words would be considered long). Aim for fewer than 20 words, and then see if you can pare down the statement even further.

A vision statement should describe your organization's unique aspirations and should, therefore, be precise. It should also align with your values. Because a vision statement depicts the broad, long-term vision, it should present optimistic, but realistic expectations — that is, ones that your employees can reasonably work with. Above all, the values that you convey must be relatable for your employees, directors, investors, and customers. Here's what to include in a vision statement:

- **Focus on the Future:** Describe your aspirations for how the organization should look and feel in the future and what it should accomplish.
- **Specify a Clear Vision:** Provide direction that's clear and focused enough to shape decision making. Makes the statement concise and easy to read and remember. Some sources suggest focusing on one objective. If you must elaborate, do it in an additional document.
- **Make the Scope Broad:** At the same time, a vision should be general enough to encompass changing possibilities.
- **Make It Achievable:** A vision shouldn't be so abstract and lofty as to never be attainable.
- **Make It Inspiring:** Members of your organization and outside stakeholders should be inspired to extend themselves and organization resources in order to achieve a greater goal.
- **Find Something Stable:** Your vision statement should define a goal that has a reasonable expectation of success despite economic, technological, or other shifts.
- **Pinpoint a Date:** Specify the future date by which the company should have achieved the goal.
- **Include Relevant Goals and Values:** Ensure that the statement applies to current and foreseeable efforts and challenges.

What Makes Your Organization Unique? Define what differentiates your company from all other organizations and why that quality is crucial to both internal stakeholders and clients.

What Is the Difference Between a Mission Statement and a Vision Statement?

A mission statement describes the purpose and day-to-day effort of an organization. A vision statement describes an organization's ultimate goal or future outcome. But the two work in tandem: A vision statement expresses what you ultimately want to achieve; a mission statement articulates what you will do to get there. Together, the mission and vision statements provide direction and destination.

Somis's Vision Statement

Final Statement

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