

# ***Golden Lands, Golden Opportunity***

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## **Seizing the Opportunity**

We have an opportunity today to help our region to thrive. Here in the Bay Area, we are lucky to have a valuable resource that can help us weather the challenges we face, from the economy to climate change to public health – our “golden lands.”

Our farms, hills, watersheds, and forests support the health, economy, and well-being of the region and the entire state. They provide public benefits: clean water, fresh local food, recreation, more inviting communities, and resilience from climate change. They attract the businesses, the talented workers, and the visitors that power the Bay Area’s \$400 billion economy.

## **Safeguarding a Valuable Resource**

These lands are a fundamental part of our region’s identity and economy. But their future is not assured. Farmers and ranchers need help staying in business. Watersheds and wildlife habitat need protection from development threats and the impacts of climate change. More Bay Area residents need access to parks and trails that are clean and safe.

## **A Collaborative Strategy**

Led by the Bay Area Open Space Council and Greenbelt Alliance, with the State Coastal Conservancy and the Association of Bay Area Governments, over 100 conservation groups came together to address these needs.

*Golden Lands, Golden Opportunity* identifies the Bay Area’s vital lands that provide public benefits but are not yet protected. It illustrates the value of the Bay Area’s natural landscapes and the actions needed to secure their benefits for all Californians. *Golden Lands* also illustrates a remarkable degree of collaboration—placing the Bay Area in a strong position to use resources well.

## **Making It Happen**

You can help the Bay Area secure its golden lands. Many of the actions needed can be taken locally. In addition, by supporting this collaborative strategy, you can help bring state and federal funding to the region to protect the public benefits these vital lands provide.

## **The Time is Right**

As the regional FOCUS effort moves forward, and as SB 375 and other new legislation indicate, this is a time of great opportunity to act together to secure our region’s health and prosperity.

We can reduce our impact on the climate, ensure that we have reliable supplies of local food and water, and continue attracting the visitors and talented workers to make the Bay Area an economic powerhouse. The time to act is now.