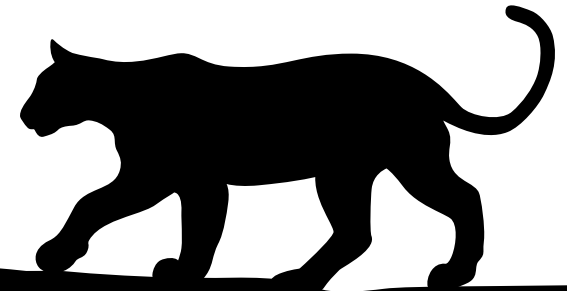




A Bridge To The Future

**BUILDING CALIFORNIA'S FIRST
FREEWAY WILDLIFE CROSSING**



HOLLYWOOD



#SAVELACOUGARS



AN LA STORY & A MODEL FOR THE WORLD

DEAR FRIENDS:

In 2012, I read a news story about a mountain lion known as P-22, who miraculously crossed two of the busiest freeways in the country in order to find a new home in an unlikely place—the middle of Los Angeles. He has since become beloved by people around the world, yet he remains trapped and alone on a city island.

His plight symbolizes the threats that all wildlife in the Los Angeles area faces — freeways, roadways and development act as deadly obstacles for animal life. Research by the National Park Service has shown this local population of mountain lions face likely extinction in less than 50 years if we don't act soon.

THE GOOD NEWS? WE CAN SOLVE THIS.

We welcome you in joining our dedicated community of supporters and philanthropists to build the wildlife crossing at Liberty Canyon. Once built, this crossing, which will be the largest in the world, will re-connect an entire ecosystem that has long been fragmented by an almost impenetrable barrier for wildlife—the 101 Freeway's ten lanes of pavement and 300,000 cars a day.

In my thirty years of advocating for wildlife, I've been fortunate enough to have worked in two of the largest national parks in the country, Yellowstone and Yosemite. Yet nothing has inspired me more than the chance to help build this landmark crossing in the most densely populated metropolitan area in the United States.

P-22's story has motivated people across the globe to donate to build this crossing. Through their overwhelming support, we have advanced this project from a once visionary idea to a now forthcoming reality. My colleague Jonathan Lipton, Capital Campaign Director, #SaveLACougars, and I invite you to join this once-in-a-lifetime project for the next century that will save a threatened population of mountain lions and revolutionize the possibilities for wildlife conservation around the globe. Please contact him at LiptonJ@nwf.org or (210) 410-0220 to get involved.

Sincerely,



BETH PRATT

California Regional Executive Director,
Leader #SaveLACougars Campaign
National Wildlife Federation

COUGAR P-22 IN
HIS UNLIKELY HOME...
THE MIDDLE OF
LOS ANGELES



**THIS YOUNG COUGAR
NAMED P-32 WANDERED
HUNDREDS OF MILES
TO FIND A NEW HOME.**

**SADLY, LIKE MANY
OF THE AREA MOUNTAIN
LIONS, HIS JOURNEY
ENDED IN A TRAGIC
DEATH ON A
BUSY FREEWAY.**





BETH PRATT

THE FINAL PHASE IN DECADES OF WILDLIFE CORRIDOR PRESERVATION....

Two decades of study by the National Park Service in the Los Angeles area has shown roads and development are not only proving deadly for animals trying to cross, but have also created islands of habitat that can genetically isolate all wildlife—from bobcats to birds to lizards.

The species most immediately at risk, the mountain lion, could vanish from the area in less than 50 years. Of all the area roads, multiple research and planning efforts have identified the 101 Freeway as the most significant barrier to the ecological health of the region, and a possible extinction vortex.

The preservation of this key wildlife linkage—the last 1,600 feet of adjacent protected space north and south of the freeway—also spans over thirty years of protecting vital habitat by groups like the Santa Monica Mountains Conservancy. Hundreds of millions of dollars have been dedicated to acquiring and preserving thousands of acres open space in the Santa Monica Mountains over almost half a century and the wildlife crossing provides a critical last step in this historic effort.

**“THE SANTA MONICA MOUNTAINS
CONSERVANCY AND MRCA IS EXCITED
TO ENTER THIS LAST CRITICAL PHASE IN
MAKING A SAFE PASSAGE FOR WILDLIFE
ACROSS THE 101 AND DELIVERING
ON OUR 30 PLUS YEARS OF WORK
TO PRESERVE HABITAT LINKAGES.”**

**RORIE SKEI, CHIEF DEPUTY DIRECTOR OF THE SANTA MONICA
MOUNTAINS CONSERVANCY**



DESIGN CONCEPT FOR WILDLIFE CROSSING AT LIBERTY CANYON

RCDSMM/CLARK STEVENS/RAYMOND GARCIA

...IS JUST A FEW YEARS AWAY

The wildlife crossing at Liberty Canyon is no longer just a visionary idea, but quickly advancing toward completion.

Building on the significant historic efforts, we are just a few years out from reconnecting this vital habitat corridor for mountain lions and other local wildlife populations. If we stay on track with our fundraising efforts, the crossing will break ground in 2021, and be completed by the end of 2023.

Through the efforts of the #SaveLACougars campaign and our partners, we have advanced this project by:

- **Acquiring and Protecting the Land**
- **Galvanizing Community Support & Approval**
- **Educating Youth and Adults on Wildlife Coexistence**
- **Conducting Pioneering Wildlife Research**
- **Completing the Environmental Permitting**
- **Launching a Multi-Year Fundraising Campaign**
- **Convening Design Workshop with Crossing Experts**

“AS THE STATE SENATOR WHO REPRESENTS THE SANTA MONICA MOUNTAINS, INCLUDING THE SITE OF THIS PROPOSED CROSSING, I KNOW FIRST-HAND HOW CRITICAL THIS PROJECT IS TO THE VITALITY OF THE ANIMAL COMMUNITIES THAT LIVE IN THE MOUNTAINS.”

CALIFORNIA STATE SENATOR HENRY STERN



AN UNPRECEDENTED PUBLIC - PRIVATE PARTNERSHIP

The wildlife crossing at Liberty Canyon is a public-private partnership of monumental scope, leveraging the capacity, expertise, and leadership of dozens of organizations and institutions from the public and private sectors. The following five organizations serve as the Liberty Wildlife Corridor Partners, who hold primary responsibility for the project.



CALTRANS is the largest transportation agency in the nation and manages more than 50,000 miles of California's highway and freeway lanes. The agency is responsible for the development, construction, and maintenance of the crossing.



Since 1980, the **SANTA MONICA MOUNTAINS CONSERVANCY** has helped to preserve over 75,000 acres of parkland in both wilderness and urban settings. The **MOUNTAINS RECREATION & CONSERVATION AUTHORITY** is dedicated to the preservation and management of local open space and parkland. These two entities share joint oversight for the land the crossing connects, and will provide the long-term management of the habitat on the crossing.



The **NATIONAL PARK SERVICE** manages Santa Monica Mountains National Recreation Area—the largest urban park in the country—where the crossing is located. The agency also conducts the important study of mountain lions and other wildlife in the region.



The **RESOURCE CONSERVATION DISTRICT OF THE SANTA MONICA MOUNTAINS** partners with public and private landowners to restore native habitat, and to protect and create green space and corridors for sensitive wildlife. Their team provides critical expertise to the project for design, architectural services, and habitat restoration.

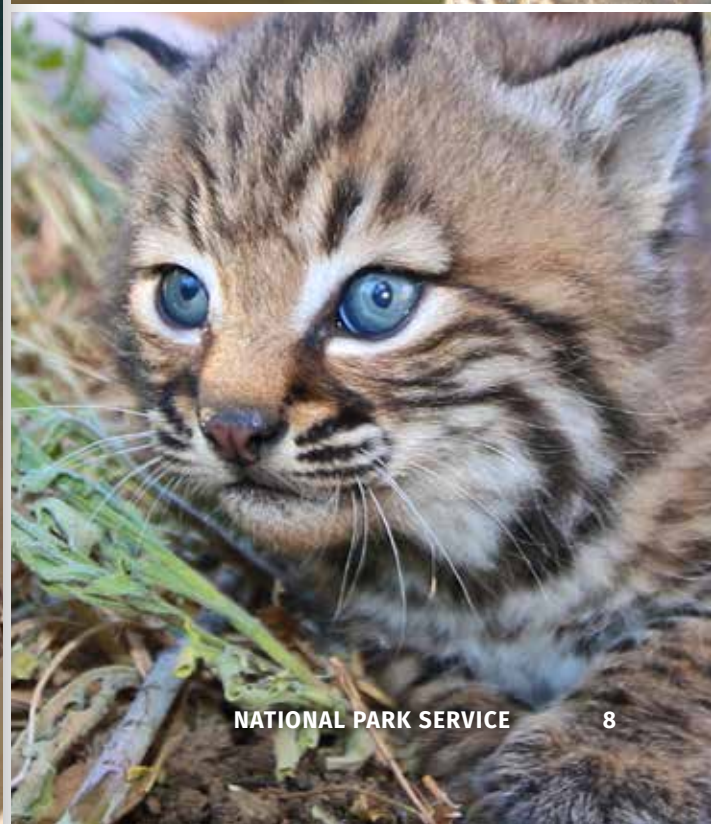


As one of the oldest and largest conservation groups, the **NATIONAL WILDLIFE FEDERATION** has 6 million supporters across the country and a successful track record of large scale conservation work, such as multi-million dollar projects in the Great Lakes or the Gulf Coast. The non-profit is responsible for conservation guidance and education, fundraising, and outreach for the project.



“TWENTY YEARS OF RESEARCH SHOWS THAT THE BIGGEST CONSERVATION CHALLENGE FACING THE WILDLIFE OF THE SANTA MONICA MOUNTAINS IS ISOLATION BY ROADS AND DEVELOPMENT. THIS FORWARD-LOOKING PROJECT WILL HELP TO END THE ISOLATION AND RECONNECT NATURAL HABITAT.”

DAVID SZYMANSKI, SUPERINTENDENT OF SANTA MONICA MOUNTAINS NATIONAL RECREATION AREA





A CAMPAIGN THAT WILL



**BUILD THE
LARGEST
WILDLIFE
CROSSING
IN THE
WORLD**



**SAVE A
POPULATION
OF MOUNTAIN
LIONS FROM
EXTINCTION**



**RECONNECT
AN ENTIRE
ECOSYSTEM
FOR ALL
WILDLIFE**



**SET A
WORLDWIDE
MODEL FOR
URBAN
WILDLIFE
CONSERVATION**



**CREATE A
CONSERVATION
LEGACY FOR
THE NEXT
CENTURY**

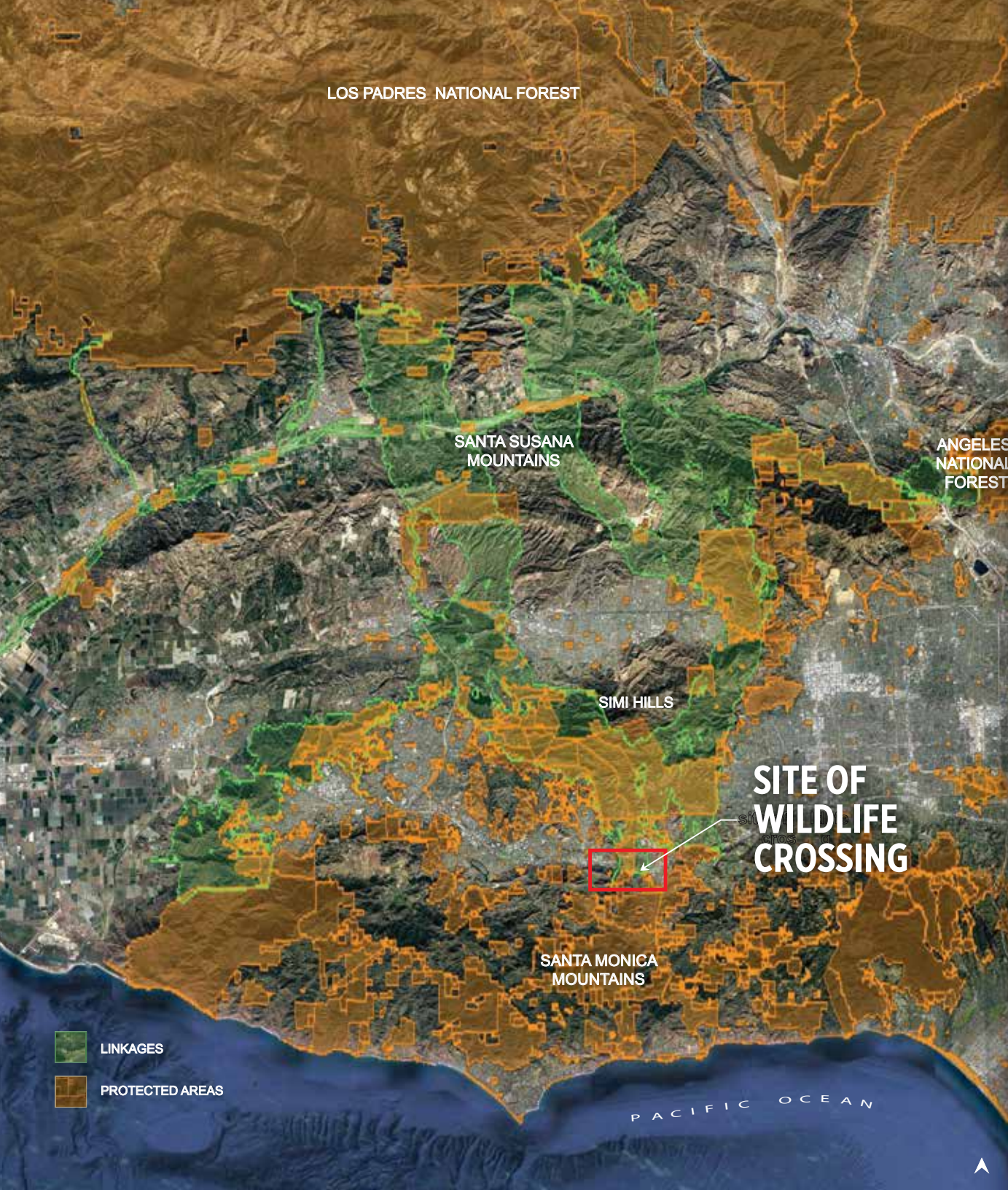
BUILD THE LARGEST WILDLIFE CROSSING IN THE WORLD

Wildlife crossings first appeared in France in the 1950's, and have been constructed for wildlife large and small across the globe. In North America, notable crossings can be found in Banff National Park, the Florida Everglades, and in many other states like Washington, Nevada, Montana, Arizona and Utah. As most crossings are located in rural areas over low trafficked roadways, the Liberty Canyon project is unprecedented in both scale and visibility — **300,000 cars** a day will drive under its span. Covering ten lanes of pavement and an access road, the estimated **200 foot** long by **165 foot** wide structure will also rank as the largest in the world once built, and the first freeway crossing in California.



SAVE A POPULATION OF MOUNTAIN LIONS FROM POSSIBLE EXTINCTION

The survival of all the cats in the Santa Monica Mountains largely depends on one factor: connectivity. Holdovers from the Ice Age, mountain lions have endured for thousands of years and are an important part of California's ecosystems and natural heritage. But in the Los Angeles area, these big cats are struggling to survive, cut off and trapped on isolated islands of wilderness in the urban landscape. The National Park Service, who has studied the area cougars since 2002, recently published research predicting their extinction due to inbreeding within the next **50 years**. The wildlife crossing would provide the connectivity needed to fix this genetic collapse.



RECONNECT AN ENTIRE ECOSYSTEM FOR ALL WILDLIFE

The Santa Monica Mountains ranks as one of just **35 'biodiversity hotspots'** worldwide—and the only one in the continental United States. Even with its urban density, the region is home to almost **50 mammal species**, nearly **400 species** of birds, **35 species** of reptiles and amphibians, and over **1,000 plant species**. Of all of the flora and fauna, more than **fifty species** are threatened or endangered – among the highest concentrations of such in the country.

Even with this richness of biodiversity, the region has become an ecological island, bordered on one side by the Pacific Ocean and surrounded elsewhere by urban development and freeways. By building a wildlife crossing in the last **1,600 feet** in the area that possesses protected land north and south of the 101—this project will re-establish a key connectivity path in the Santa Monica Mountains, and link to critical open space to the north in like the Simi Hills, Santa Susana Mountains, the over **2,700** square miles of Los Padres National Forest, and many more **thousands of square miles** of habitat beyond..



STEVE WINTER/NATIONAL GEOGRAPHIC

SET A WORLDWIDE MODEL FOR URBAN WILDLIFE CONSERVATION

The world is already watching this wildlife crossing project, the first to attempt a large scale intervention for wildlife in such an urban setting — the greater Los Angeles metropolitan area is the most densely populated in the United States and is home to **20 million** people. The area research conducted by the National Park Service on mountain lions and other wildlife is already unprecedented, but with the addition of the crossing, the study will provide landmark science that will set a model worldwide for urban wildlife conservation and help inform future efforts.

CREATE A CONSERVATION LEGACY FOR THE NEXT CENTURY

P-22 has become an ambassador worldwide for the importance of coexistence, signaling a value change about how we live with our wild neighbors—a change that is vital and necessary for the future of wildlife. Our #SaveLACougars work extends beyond the usual scope of a conservation project—connecting people with wildlife is another goal of our campaign as evident from our extensive education and outreach efforts. At our signature P-22 Day Festival & Urban Wildlife Week last year, for example, **thousands of Angelinos** attended, students participated in curriculum activities on P-22 and native wildlife, and a classroom read their letters to P-22 from the stage. Forging and fostering these lifelong relationships to wildlife creates future conservation stewards.



LEIGH WYMAN



THE CAMPAIGN

AN INVESTMENT IN THE FUTURE OF URBAN WILDLIFE — FOR THE LOS ANGELES AREA AND THE WORLD

\$85 MILLION



**CROSSING DESIGN, ENGINEERING AND
CONSTRUCTION**



**CONSERVATION EDUCATION, OUTREACH
AND COMMUNAL ENGAGEMENT**



**MOUNTAIN LION AND
WILDLIFE RESEARCH**



**CROSSING HABITAT
MAINTENANCE**



INVESTMENT, GIVING & NAMING OPPORTUNITIES

The #SaveLACougars campaign is an historic project that will shape the future of wildlife conservation efforts for decades to come. The wildlife crossing at Liberty Canyon is a tremendous opportunity to leave a lasting legacy for California and global wildlife crossing efforts. Individuals, foundations, and corporations have a range of options to consider when engaging with the campaign including specific naming opportunities and lasting-public recognition.

CAMPAIGN RECOGNITION LEVELS INCLUDE:

- **Principal Gifts (from \$1M to \$30M+)**
Select Naming Opportunities Available
- **Leadership Gifts (from \$100K to \$999K)**
- **Major Gifts (from \$10K to \$99K)**

**FOR MORE INFORMATION OR TO MAKE YOUR COMMITMENT PLEASE CONTACT
CAPITAL CAMPAIGN DIRECTOR, JONATHAN LIPTON AT:
LIPTONJ@NWF.ORG OR (210) 410-0220**



**CALIFORNIA GOVERNOR
GAVIN NEWSOM VISITING
THE FUTURE SITE OF THE
WILDLIFE CROSSING AT
LIBERTY CANYON.**



**“ CALIFORNIA’S LEADERSHIP WITH URBAN WILDLIFE CROSSINGS
DEMONSTRATES THAT WE CAN HELP BOTH PEOPLE AND WILDLIFE GET
WHERE THEY NEED TO GO. FROM COUGARS TO MONARCH BUTTERFLIES,
WE’RE SEEING A PATTERN: WILDLIFE SPECIES NEED US TO RECONNECT
ABUNDANT CONTIGUOUS HABITAT TO SURVIVE AND THRIVE. ”**

COLLIN O’MARA, PRESIDENT & CEO, NATIONAL WILDLIFE FEDERATION





JOIN US IN MAKING HISTORY

We invite you to join us in this once-in-a-lifetime project that will revolutionize the possibilities for wildlife conservation around the globe.

To learn more about the campaign, naming and recognition opportunities, or to make your pledge known please contact:

JONATHAN LIPTON
CAPITAL CAMPAIGN DIRECTOR / #SAVELACUGARS
NATIONAL WILDLIFE FEDERATION
LIPTONJ@NWF.ORG CELL (210) 410-0220

“IT’S EASY TO THINK OF LOS ANGELES AS A CONCRETE JUNGLE. THE TRUTH IS, WE’RE HOME TO ONE OF THE MOST RICHLY DIVERSE ECOSYSTEMS IN THE ENTIRE WORLD. WE NEED TO DO MORE TO PROTECT OUR MOUNTAIN LION POPULATION, TO HELP THEM BREED AND THRIVE.”

WALLIS ANNENBERG



[SAVELACOUGARS.ORG](https://www.savethecougars.org)

HOLLYWOOD

#SAVELACOUGARS