



Outdoor Industry Association America the Beautiful Initiative

What is the America the Beautiful Initiative?

The America the Beautiful Initiative stems from President Biden’s Executive Order 14008, issued in January 2021. The initiative is a decade-long challenge to pursue a locally-led and voluntary nationwide efforts in conservation. The ultimate goal: “to conserve, connect, and restore 30 percent of our lands and waters by 2030 for the sake of our economy, our health, and our well-being.” Various federal agencies and White House stakeholders have convened a group to develop initial recommendations on how to advance this inclusive and collaborative conservation vision – what now is referred to as the “America the Beautiful Initiative,” or “Conserving and Restoring America the Beautiful.”¹

In parallel fashion, efforts to meet the “30x30” goal are emerging across the United States. Governors, policymakers, and regulatory personnel across the nation are implementing actions to drive state-and local-level efforts to support the overriding goals laid out by the Biden Administration. Each of these state-or locally-based plans have variations from other legislation or visions, and many of the variations are made to meet critical geographical, cultural, historical, and economic needs of the local or state communities in question. There has been a repudiation of the efforts in some states, as well.

OIA Talking Points

- We believe that OIA and our partners can be an excellent galvanizing force for industry engagement on the America the Beautiful Initiative at both the state and federal levels
- We support a flexible and inclusive approach to defining protection when it comes to the goal of protecting 30% of our country’s lands and waters by 2030
- We believe that a broad base of support and nontraditional approaches to conservation will be essential to truly achieving the goals shared by the Biden Administration
- “30x30” has the potential to both help redress inequities in access to the outdoors and to help redress inequities in access to the outdoors. This is an excellent opportunity for federal, state, and local governments to prioritize the creation and protection of close-to-home recreation opportunities in previously-underserved communities in addition to large, landscape-scale conservation opportunities
- OIA is working with both the Biden Administration and state and local stakeholders to better understand implementation plans for the America the Beautiful initiative and local versions of the plan, as well. Some of the information released by federal partners have been vague, and we at OIA will continue to urge the administration to continue developing more transparent opportunities and expectations in the pursuit of the goals of the initiative
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¹ “America the Beautiful,” U.S. Department of the Interior, <https://www.doi.gov/priorities/america-the-beautiful>.

OIA's Previous Engagement on America the Beautiful Initiative (federal)

- Webinars and education for members
- Letters of Support and Letters of Comment
 - Joint Letter of Support for America the Beautiful Initiative with other advocacy partners
 - Provided public comment on the American Conservation and Stewardship Atlas to track progress on initiative
- Supporting Biden Administration on implementation
 - Various meetings with administration officials, including meetings at The Summit in May 2022

Future Opportunities (federal)

- Continue to liaise with Biden Administration (DOI, Council on Environmental Quality, etc) on opportunities for the industry to support the initiative – including providing pivotal insight on development of additional tools, etc for nationwide deployment
- OIA will provide updates to members and stakeholder partners when appropriate
- OIA will explore opportunities to support community-based organizations and industry partners to apply for grants and further resources through the [America the Beautiful Challenge](#)

State-Level Engagement on America the Beautiful (states conserving or protecting 30% of lands and waters by 2030)

- Policy tools for policymakers²
 - Direct 30x30 support
 - Funding mechanisms
 - Land protection/reforestation
 - Wildlife habitat conservation and restoration
 - Outdoor equity and access
 - Habitat connectivity
 - Marine protection and management
 - Adaptive management strategies
 - Land back strategies
 - Co-management strategies

Potential Action Items for Engagement at the State Level

- Educate brands about 30x30/AtB at both the state and local level. Work to develop language to express importance of AtB efforts to the local and state community: economic, social, and health benefits of the initiative

² "Policy Options: 30x30," National Caucus of Environmental Legislators, <https://www.nceleviro.org/resources/30x30-policy-options/>.



- Sign-on letters and other lobbying efforts to encourage both the legislative and executive branches to consider policies or regulatory actions that support the overarching 30x30 goals
- Convene outdoor industry brands with state legislators who are considered environmental and outdoor recreation allies. Share policy options

APPENDIX – existing/pending legislation and executive action at state level on 30x30

- Executive orders
 - California
 - Governor Newsom issued an executive order around 30x30 goal in October 2020; California was the first state to issue such an edict
 - California Outdoors for All will be a major component of 30x30 efforts in the state
 - Industry roundtable forthcoming (hosted by OIA, CORP, Outdoor Alliance), with goal of additional collaboration with California Natural Resources Agency (CNRA) throughout 2022
 - New Mexico
 - Governor Lujan Grisham signed an executive order in August of 2021 establishing a statewide goal of protecting 30% of the state’s lands and waters by 2030
- States with 30x30 policy action in 2022
 - Michigan, Vermont, Utah, Washington, New Jersey, Maryland, New York, Hawaii, South Carolina, Virginia
- States with 30x30 policy action in 2021³:
 - Florida: In July 2021, Governor Ron DeSantis signed the Florida Wildlife Corridor Act, allocating \$300 million to conserve interconnected natural areas in the state. This act aligns with the America the Beautiful early focus areas, specifically collaborative conservation to expand fish and wildlife habitats and corridors.
 - Hawaii: The Division of Aquatic Resources continued developing its strategy for management of nearshore resources, consistent with its 2016 commitment, and the State also worked to support its ongoing 30x30 Watershed Forest Initiative over the past year.
 - Illinois: Lawmakers established the bipartisan Illinois 30x30 Conservation Task Force in 2021 to host listening sessions statewide.
 - Maine: Governor Janet Mills included a proposal in the state’s Climate Action Plan to conserve at least 30 percent of Maine’s lands by 2030.
 - Michigan: Lawmakers introduced a bipartisan resolution urging a statewide goal of conserving at least 30 percent of land and water as part of the nationwide effort.
 - Nevada: Lawmakers became the first in the nation to pass a resolution supporting the national conservation goal and urging State and local agencies to work cooperatively.
 - New York: Lawmakers passed State legislation setting a goal that would conserve at least 30 percent of the State’s land by 2030.

³ “Fact Sheet: Biden-Harris Administration Celebrates Expansion of Locally-Led Conservation Efforts in First Year of “America the Beautiful Initiative,” The White House, <https://www.whitehouse.gov/briefing-room/statements-releases/2021/12/20/fact-sheet-biden-harris-administration-celebrates-expansion-of-locally-led-conservation-efforts-in-first-year-of-america-the-beautiful-initiative/>.