



State + Local **Policy Working Group**

OUTDOOR INDUSTRY ASSOCIATION

SEPTEMBER 2022

Agenda



Introductions // name, pronouns, title, company/org, location & state(s) of interest



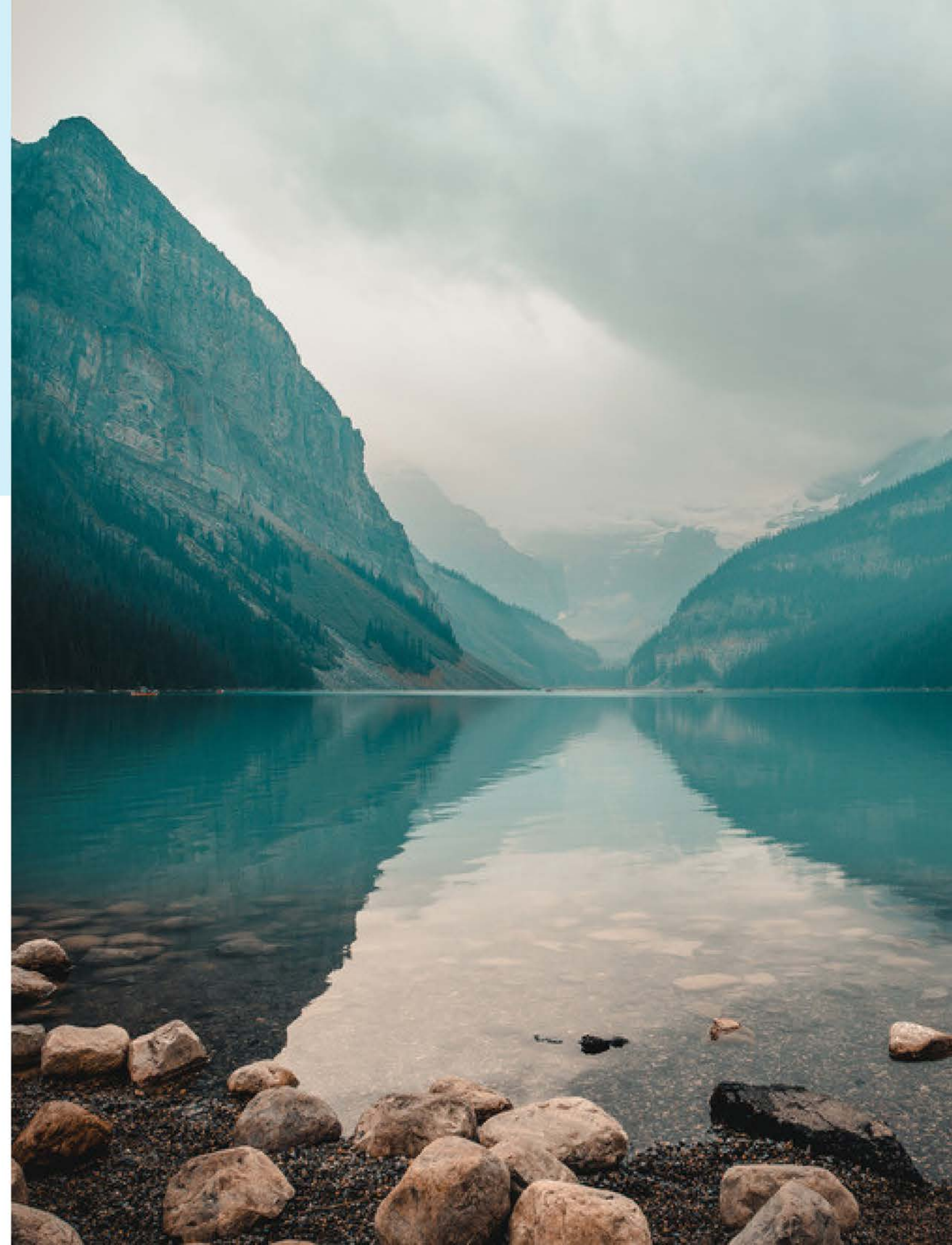
Goals // lay-of-the-land for the OIA S + L Policy Working Group



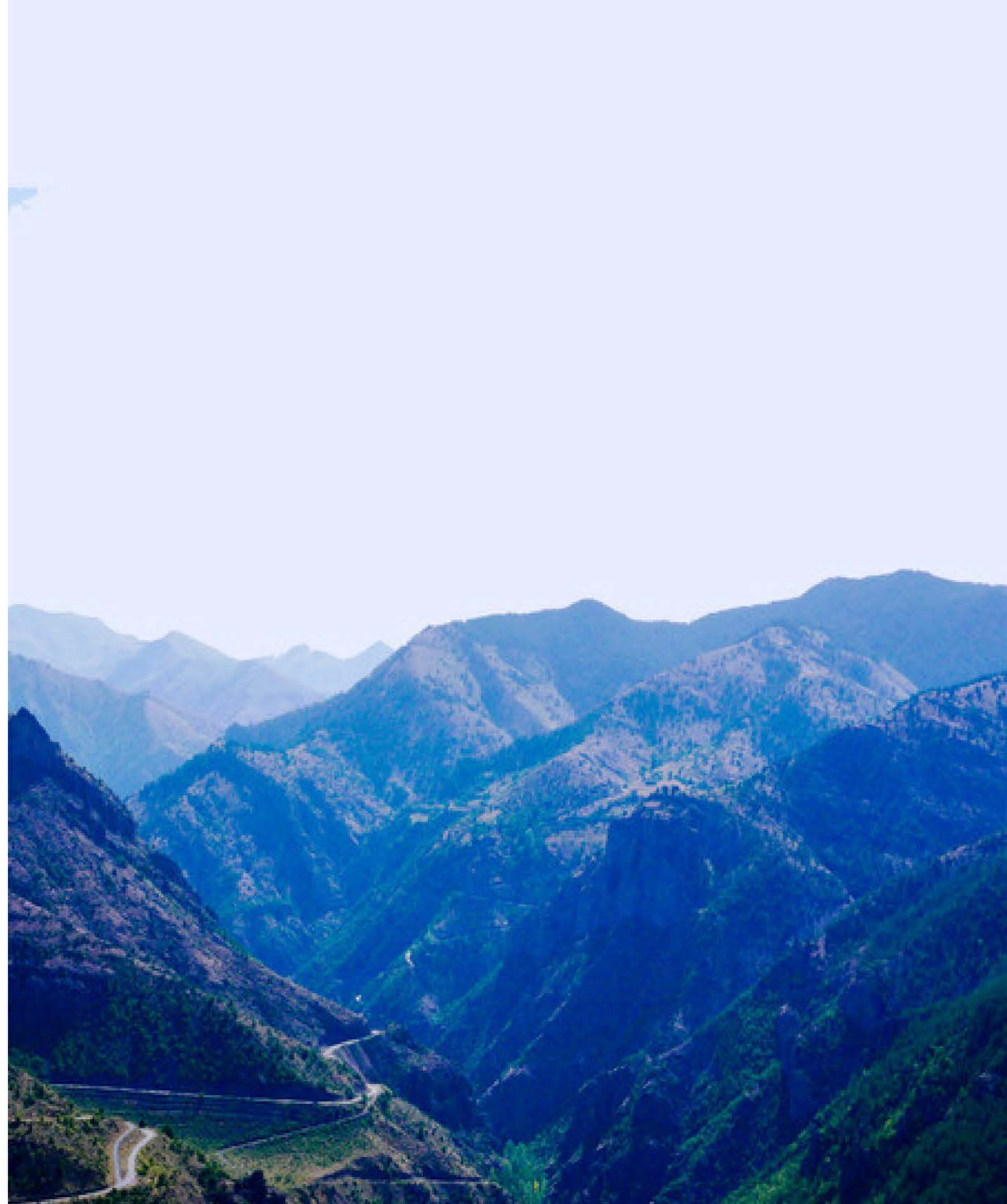
Policy agenda // 2022 & 2023



Next steps



Introductions





S + L Policy Working Group Goals & Lay-of-the- Land

OIA convenes our members around federal policy issues via our Recreation Advisory Council (RAC). But how can we start gathering energy around state policy efforts?

01

EDUCATION

02

ORGANIZATION

03

ACTIVATION

OUTCOMES & OPPORTUNITIES



Develop shared thought leadership regarding key outdoor policies across the United States



Exchange important advocacy opportunities across our collective network



Further galvanize the grassroots outdoor business community around key policy outcomes

KEY POLICY AREAS FOR OIA IN 2022 & MOVING FORWARD

01

Recreation/infrastructure funding at the state & local level

Advocate for recreation funding prioritizing close-to-home access, as well as increased green infrastructure in nature-starved areas. Continue and expand advocacy to protect public lands of all types and fund recreation amenities to meet increased consumer/participant need

02

Climate & conservation

Track major developments in the America the Beautiful initiative. Understand state-level 30x30 efforts and understand best practices. Further explore industry's role in the initiative; continue advocacy for climate, nature based solutions, and conservation. Ensure industry's voice is harmonized and amplified in supporting efforts around the 30x30 goal. Advocate on climate and conservation/natural climate solutions policy



KEY POLICY AREAS FOR OIA IN 2022 & MOVING FORWARD

03

Support the development of an outdoors for all

Focus on research of existing state-based outdoor equity programs: short-comings, and opportunities to scale. Develop a campaign around equity funds for OIA, members, and partners (SOBAN, etc) to promote. Study and address equity and accessibility challenges. Expand advocacy on state and federal policies for funding and programs that create an outdoors for all

04

Other

- Extended producer responsibility laws
- Chemicals
- Outdoor Rec Offices
- Economic development, workforce development, etc
- Federal funding implementation (BIL, IRA, etc)

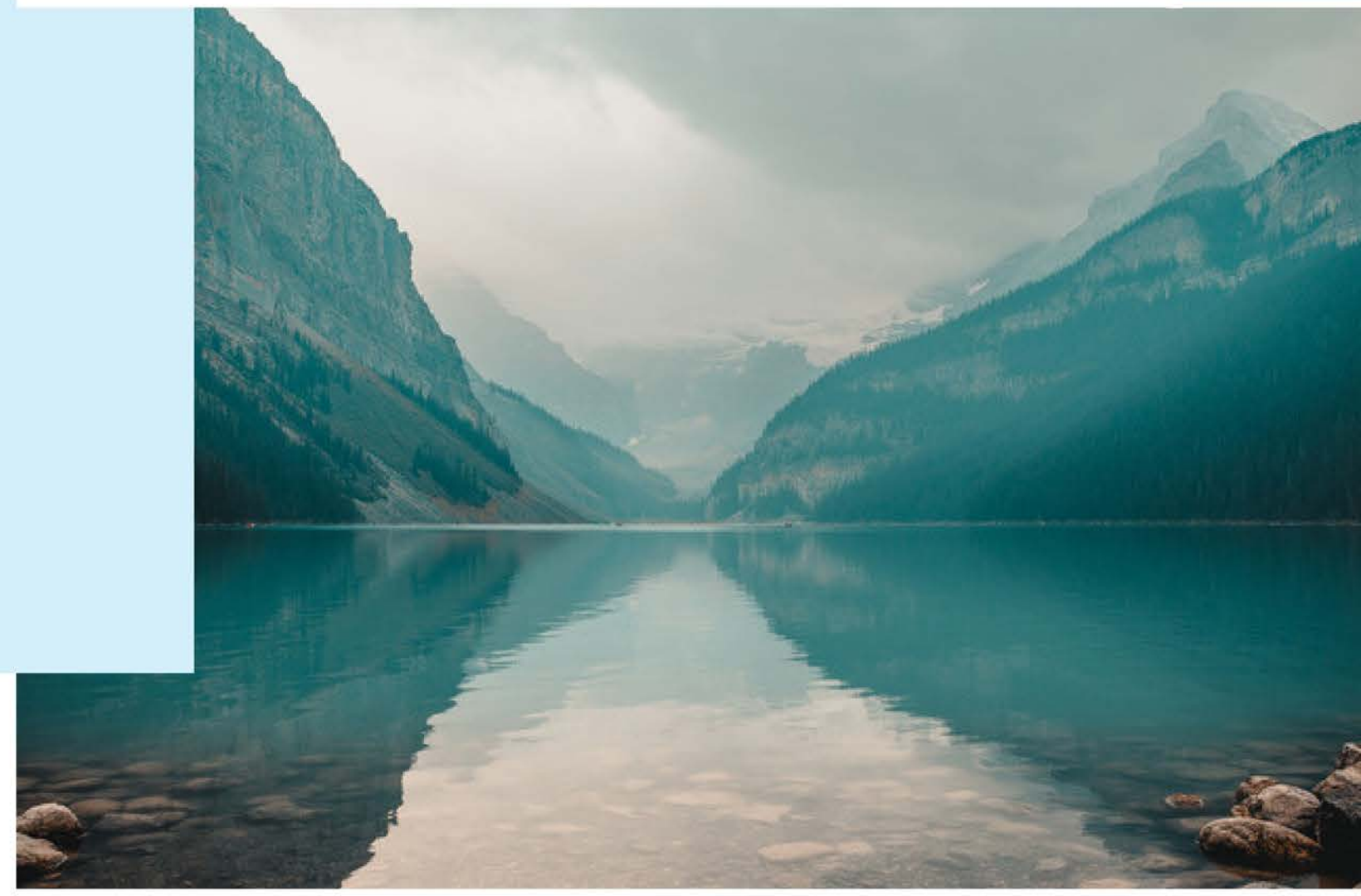


What other policies do you see as most pressing for the outdoor industry and recreationists?



Next steps

- ✓ S + L Policy Working Group Charter
- ✓ Advocacy handbook & toolkit
- ✓ Pressing issues in *your* outdoor community
- ✓ Midterms





Thank You

NEXT MEETING: WEDNESDAY, OCTOBER 26TH