

Collaborating with the Outdoor Recreation Industry on the 30 by 30 Initiative

Sustainable access to all forms of outdoor recreation allows the public to connect with lands, waters and wildlife, providing social, economic and conservation benefits to the nation. According to the Bureau of Economic Analysis, the outdoor recreation industry generates \$788 billion in economic output, comprises 2.1% of U.S. GDP and supports 5.2 million jobs.

Underlining that access and enjoyment is a need for strong, science-based natural resource management that ensures our natural spaces are healthy and conserved for current and future generations and for sustainable ecosystems.

The outdoor recreation business community is proud of our longstanding commitment to conservation that has helped establish the United States as a global leader in natural resource and biodiversity protections. We recognize and embrace the overlap between our collective work to support natural resource conservation and the establishment of global biodiversity conservation principles of the “30 by 30” initiative.

We believe policies that ensure continued outdoor recreation access to our great outdoors by all is imperative to the success of “30 by 30.” Maintaining the sense of connection to our abundant resources and unrivaled natural beauty that these places provide is essential to ensuring we have natural resource and biodiversity stewards for the next century, and that communities transitioning from traditional extractive industries have a bright economic future. Well-managed and sustainable outdoor recreation activities are in harmony with “30 by 30” goals and continue to support jobs and economic activity in communities across the country while areas are conserved for climate solutions, plants and wildlife. Furthermore, we support policies that recognize existing management levels that currently afford protections.

The Outdoor Recreation Roundtable recommends that “30 by 30” efforts:

1. Collaborate with and Involve the Outdoor Recreation Industry
 - a. Explicitly recognize the essential role outdoor recreation plays in conservation.
 - b. Ensure the recreation industry has a seat at the table (stakeholder advisory group).
 - c. Bolster economic, data and idea resources for communities seeking to strengthen local economies through outdoor recreation activities.



- d. Explore avenues to advance outdoor recreation's value as an economic engine for rural and gateway communities.
2. Ensure Continued, Expanded and Equitable Access for Recreation
 - a. Work with outdoor industry businesses and organizations, gateway and rural communities, and state agencies to determine the best locations for all types of recreation.
 - b. Partner with transit agencies and NGOs to lower barriers for urban access to open spaces and recreation areas.
 - c. Engage underserved communities through youth corps and other local organizations to ensure safe and equitable opportunities for all Americans to explore the great outdoors.
 - d. Utilize the Land and Water Conservation Fund to provide protection and access in communities across the country.
 3. Consider the Following in Working with Existing Protected Lands and Waters
 - a. Maintain recreation access that already exists and work with groups to ensure that access can be maintained sustainably into the future.
 - b. Clearly define roles and authorities for entities charged with carrying out the "30 by 30" initiative proposal.
 - c. Use an objective, science-driven, stakeholder-engaged and input-friendly process to determine the appropriate level of management necessary to meet biodiversity and conservation goals while supporting sustainable recreation.
 - d. Utilize existing protected areas to measure progress toward stated goals.
 - e. Include protected area definitions that allow for well-managed and sustainable outdoor activities.
 - f. Consider partnerships with the Department of Education, school districts and outdoor industry groups to identify curriculum focused on the importance of open space, public lands, and getting outside.
 - g. Develop targeted, science-based conservation measures utilizing stakeholder-driven processes, including the outdoor recreation industry, to address biodiversity threats.

