



30x30 Facts vs. Fiction

FICTION: 30x30 is a land grab that is meant to attack private property rights.

FACT: Any and all 30 x 30 initiatives on private lands are completely *voluntary*. One of the National principals of this initiative is: **Honor Private Property Rights and Support the Voluntary Stewardship Efforts of Private Landowners and Fishers.**

The “America the Beautiful” Initiative states: “Efforts to conserve and restore America’s lands and waters must respect the rights of private property owners. Such efforts must also build trust among all communities and stakeholders, including by recognizing and rewarding the voluntary conservation efforts of private landowners”. The path toward 30x30 is both **voluntary and exhaustively community driven.**

FICTION: 30x30 is an effort to lock up land under wilderness designations and limit uses that support rural communities, such as grazing, outdoor recreation, and hunting and fishing.

FACT: The Biden administration has emphasized that efforts to reach the 30x30 goal will rely on varied and flexible methods of land conservation, NOT restrictive and inflexible designations: **conservation of working lands, prime hunting and fishing sites such as wildlife refuges,** and popular outdoor recreation areas all fit under the 30x30 umbrella. One of the administration’s published initiative priorities is to ensure that **conservation expands access to nature for all Americans.** Private land conservation has always been voluntary, and farmers, anglers, ranchers, and other private landowners are some of America’s most effective conservationists. 30x30 is as much about elevating and protecting core cultural land use values - including and not limited to spiritual practices, hunting, fishing, firewood gathering, herb and piñón picking, and even grazing - as they are about conserving ecological values. Conservation projects allow people to protect familial land legacies from subdivisions, or other developmental pressures; not solely for biodiversity or other conservation efforts.

FICTION: Government conservation programs coerce unwilling landowners into conservation.

FACT: Conservation programs through the U.S. Departments of Agriculture and Interior are extremely popular with landowners across the country and have had overwhelming support for decades. These programs are so popular that they are unable to meet demand, demonstrating the need for expansion and funding: the most recent data on federal agricultural conservation program demand reveals that zero programs met all application demand, with an inter-program average of only 44% application fulfillment. The 2018 Farm Bill, which received overwhelming bipartisan support across both chambers of Congress (Senate: 87–13, House: 369–47), reauthorized all major agricultural conservation programs and increased mandatory spending on conservation programs.

The National 30x30 initiative outlines the following priority areas:

- **Creating more parks and safe outdoor opportunities** in nature-deprived communities.
- **Supporting Tribally led conservation** and restoration opportunities.
- **Expanding collaborative conservation** of fish and wildlife habitats and corridors.
- **Increasing access** to outdoor recreation.
- **Incentivizing and rewarding the voluntary conservation efforts** of fishers, ranchers, farmers, and forest owners.

Creating jobs by investing in restoration and resilience projects and initiatives.



FICTION: 30x30 is extremely controversial and lacks support.

FACT: 30x30 is extremely popular. Multiple polls have consistently found widespread support for 30x30: 86% of all voters in the United States, including **77% of Westerners** and strong bipartisan majorities, **support the 30x30 goal**. Additionally, 87% of Westerners believe the outdoor economy is important for the future of their state.

FICTION: The goal of conserving 30% of America by 2030 is not compatible with our energy needs as a nation.

FACT: We don't have to choose between meeting our nation's energy needs and safeguarding natural areas. Through collaborative planning, land and ocean managers and community stakeholders can work together to determine which areas are most appropriate for various forms of energy development to meet our future energy needs, and which lands should be managed to preserve biodiversity. The Desert Renewable Energy Conservation Plan in California is a prime example of effective and collaborative landscape-level planning in which a coalition of stakeholders worked together to determine where conservation, renewable energy development, and recreation opportunities made sense.

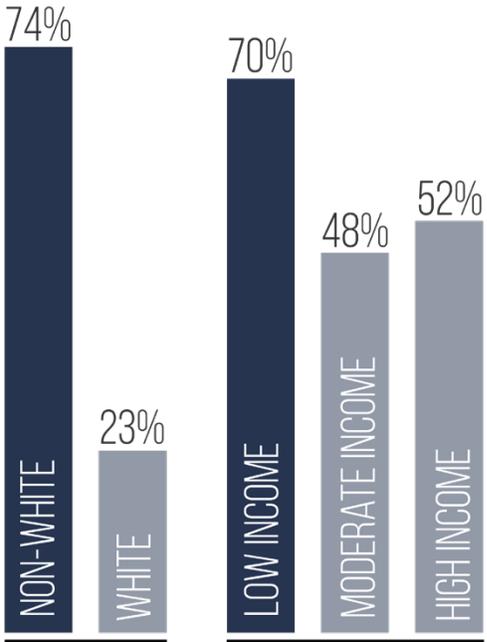
FICTION: 30x30 is designed to overlook indigenous peoples and their communities.

FACT: Continued prioritization of land conservation opens up opportunities for co-management partnerships and collaborations with indigenous communities that have ties to their land. In the West, local communities, landowners, and governments have been doing conservation work for generations. Now, states have the opportunity to up the ante, increasing support for communities and locally-led conservation efforts and propelling us along the road to reaching the 30x30 goal.

FICTION: 30x30 doesn't have community benefits beyond conserving nature.

FACT: 30x30 isn't only about protecting nature, it is also about supporting local communities. Protected areas are correlated with significant public health benefits to nearby communities, including better mental health and lower risks of disease and obesity. Research has also shown that protecting watersheds is the most cost-effective strategy to ensure access to clean drinking water. By drawing visitors and creating opportunities to enjoy nature close to home, outdoor recreation and tourism can provide rural communities that may otherwise be dependent on the boom and bust cycles of energy development an opportunity to diversify their economies. Protected natural areas near communities can provide a competitive advantage for hiring and retaining workers, supporting faster rates of job growth and higher levels of per-capita income.

NATURE DEPRIVATION



PERCENT OF PEOPLE LIVING IN A NATURE-DEPRIVED AREA BY CENSUS TRACT DEMOGRAPHICS