

National Governor's Association

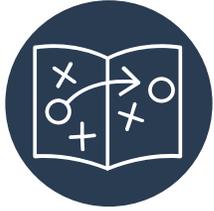
30x30 and The States

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The Nature
Conservancy 

State-level progress on 30x30 could be broadly allocated into four categories, with most states currently lagging in action



Detailed 30x30 action plans in place

- Targeted state-level conservation plan, with specific goals on achieving 30x30 objectives
- Inclusion of land vs. water varies by state



Non-30x30 specific conservation plans

- Detailed state-level conservation plan, with references to or implications for 30x30 goals but no targeted clauses



Bill introduced but not yet passed

- 30x30 bill has been introduced in state legislature, but is currently in discussion or has been stalled
- “Intensity” of 30x30 objectives varies by state



No known actions yet

- No known state-level bill / actions with references to or implications for 30x30 goals

Examples



Hawaii



California



Maine



Virginia



South Carolina



Nevada



Michigan



New York

Remaining 42 states

State-by-state status overview:

State	Legislation	Status	Core goals	Resources
California	Executive Order N-82-20	Signed	Conserving / restoring 30% of the state's land and coastal water by 2030	<ul style="list-style-type: none"> • EO original text • EO press release • NRDC blog post on California EO
Hawaii	Sustainable Hawaii Initiative / Holomua: Marine 30x30	Passed (In action)	Establish 30% of state's nearshore ocean waters as marine management areas by 2030	<ul style="list-style-type: none"> • Sustainable Hawaii Initiative brochure • Division of Aquatic Resource – webpage on 30x30 • Holomua Marine 30x30 roadmap
Maine	Maine Climate Action Plan	Passed	Increase by 2030 the total acreage of conserved lands in the state to 30%	<ul style="list-style-type: none"> • Maine Climate Action Plan full text • 4-year-plan implementation table • Maine Climate Council webpage
Michigan	HR25	In committee	Establish a statewide goal of conserving at least 30% of land and 30% of water in the state by 2030	<ul style="list-style-type: none"> • Resolution original text • Op-Ed by sponsor Rep. Kuppala on the resolution
New York	S4629	On floor	Set state-wide goal to conserve at least 30 percent of state's land by 2030	<ul style="list-style-type: none"> • Bill original text • Brief news coverage on the bill
Nevada	AJR3	In committee	Urging state and local agencies to work cooperatively with federal agencies in achieving national 30x30 goal	<ul style="list-style-type: none"> • Resolution original text • Sierra Nevada Ally coverage on the resolution • Sierra Club press release on support
South Carolina	Bill 1024	Stalled	To assemble an interagency task force to develop a plan to meet a statewide 30x30 goal	<ul style="list-style-type: none"> • Bill original text
Virginia	ConserveVirginia	Passed (In action)	Preserve high conservation value lands and ensure highest conservation outcomes from state funds	<ul style="list-style-type: none"> • Original press release on launch of ConserveVirginia • ConserveVirginia 2020 update



FINANCING NATURE

closing the
biodiversity
financing gap

TNC's Ballot Record

256
MEASURES
WON



30
STATES



112
BILLION
DOLLARS



94%
WIN RATE



A Proven, Data-Driven Process

Step 1:
Early
Planning /
Create Core
Coalition

Step 2:
Feasibility
Research /
Measure
Design

Step 3:
Public
Opinion
Research

Step 4:
Information
Sharing

Step 5:
Expand
Coalition for
Broader
Engagement

Step 6:
Legislative /
Ballot
Campaign

Step 7:
Implement &
Defend

PLANNING & RESEARCH

BUILDING THE CASE

PUBLIC CAMPAIGN

Feasibility Research

WHAT ARE THE ECONOMIC, SOCIAL, AND POLITICAL CONDITIONS?

POLITICAL	ELECTORAL	FISCAL	LEGAL
<ul style="list-style-type: none">• How do political leaders and the community feel?• What other funding needs are you competing with?	<ul style="list-style-type: none">• What is the best time to put this on the ballot?• What has been the success rate of other policy efforts?	<ul style="list-style-type: none">• What is the economic situation now? Tax base? Debt?• What would be the best funding mechanism?	<ul style="list-style-type: none">• What are the legal rules for a ballot measure or other policy engagement?

Message Framing



Our kids will **thank you** for protecting their drinking water.

**NORTH DAKOTANS for
CLEAN WATER, WILDLIFE & PARKS**
— YES ON 6 —

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PAID FOR BY NORTH DAKOTANS FOR CLEAN WATER, WILDLIFE AND PARKS;
JEFF WEISPFENNING, TREASURER



Discussion

