



2022 Annual Meeting
Key Takeaways and Potential Next Steps
Draft of some summary items- pending further discussion/review

Common Themes and Takeaways

In order to reach 30x30 goals, we need to conserve lands three times faster than we are currently. To do so, we must find available and at-risk land at the scale we need for 30x30. At the same time, we need metrics other than acres that capture the values people hold dear. Additionally, we must invest in capacity building and equitable outcomes. We are in a unique moment where money is not the paramount limiting factor in all areas, but we must innovate to use this money rapidly, equitably, and efficiently.

We identified the following limiting factors and bottlenecks to accomplishing 30x30:

- **Lack of Capacity:**
 - For land trusts
 - for acquisition reporting, appraisals, environmental assessments, etc.
 - for keeping green space data up to date
 - For states/ government entities
 - to move money out the door more quickly
 - lack of sufficient staff at the right positions in the right agencies
 - Not enough surveyors and other “due diligence” people involved.
- **Red tape Bottleneck:**
 - Difficulty in both funding access and deployment.
 - Match requirements
 - Project restrictions too onerous for some partners/communities
- **Lack of Equity:**
 - We need more BIPOC (black indigenous, people of color) voices in the room.
 - We need to make it easier for BIPOC leaders to shine. We need a deep commitment to engaging with new voices to help plan and make decisions at all stages of our work.
 - The Green Space Equity Mapping Tool should be used by all partners to prioritize and fund green space acquisitions in low-income and/or communities of color.

- **Difficulties in messaging, communications, and education around 30x30.**
 - Messaging and approach is different depending on region state and audience.
 - For example, 30X30 is not always a term that resonates. How do we make the case for conservation without the term “30x30”?
 - Need to have more relationship building and discussions with communities about what is relevant to them (Drinking water, recreation, people values / land legacy, health, etc.)

Potential Solutions and Next Steps

- Look for other partners and groups to loop in
 - Recommit to tackling diversity and capacity issues.
 - Develop assessments: what partners need to be in the room and how to get them there.
 - Explore funding mechanisms to pay BIPOC leaders for their invaluable expertise, time, and involvement in CCP as needed.
 - Employing Diversity, Inclusion, Equity, and Justice (DEIJ) concepts throughout our work.
- Explore ways to increase the staffing of those working on and approving easements and land conservation in agencies and/or facilitate that work being outsourced to nonprofits.
 - Identify ways to increase staffing and capacity in the agencies that need it most.
- Look into guidance for funding sources and projects
 - Prepare partners for getting money
 - Find “conservation ready” projects
 - Help get money out the door, accelerate spending
- Explore messaging and education strategies that get more buy-in from different states, regions, and communities.
- Pennsylvania has expressed interest in piloting a state convening around a 30x30 strategy, which might help spark similar efforts in other states.
 - Explore ways we can help partners in these state convenings.
- **GIS related needs**
 - Gathering information on federal programs/funding for land conservation and mapping where they can be applied
 - Improved tracking of lands protected by local land trusts.
 - Enhanced data on "benefits to people and communities" for the Chesapeake Atlas and training on applying the results