

30 by 30 Campaign Gains in California

By Erin Wooley

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Sierra Club California

California is ramping up efforts to deliver on its commitment to protect 30 percent of lands and coastal waters by 2030. Sierra Club California has been involved throughout this state process, providing feedback on the California Natural Resources Agency (CNRA) planning process and advocating for our strong 30x30 priorities. In April, the CNRA released the final “Pathways to 30x30” report, which will guide California’s conservation efforts through 2030.

The final Pathways document provides a solid framework and initial steps to advance 30x30 efforts, but there is still a lot of work to be done to develop the specifics of implementation. CNRA has since moved forward and announced the new 30x30 Coordinating Committee, which will help CNRA share information about 30x30, elevate local and regional opportunities, and foster coordination of ongoing efforts.

In September, the CNRA hosted a 30x30 kickoff event to launch the 30x30 Partnership as a space for environmental groups and leaders to communicate and share knowledge, best practices, and opportunities for progress towards 30x30. Throughout the fall, CNRA has been hosting a Virtual “Expo” Series for the public to learn more about 30x30 programs, funding, and available resources.

We are watching to ensure that CNRA's implementation builds upon the ideas in the Pathways report, and delivers on its commitments to biodiversity, conservation, and equity. Achieving 30x30 will require significant and consistent investments over the next seven years. In August, the Legislature and the Governor finalized this year's budget, which includes funding for 30x30- related programs, including land acquisition and community capacity-building. Among other investments, the state appropriated \$245 million for the Wildlife Conservation Board to support planning, acquisition, and restoration projects, \$120 million for various state conservancies, and \$100 million for a Tribal Nature-based Solutions Program. AB 2278 was signed into law in September.

The bill, by San Jose area Assembly member Ash Kalra (AD27), creates an accountability mechanism requiring CNRA to report on the progress made toward achieving 30x30, including the number of acres conserved, the funds spent on 30x30 projects and programs, and the progress made to advance equity as part of 30x30 in the prior year. Sierra Club activists participated in in-district meetings over the summer to advocate in support of AB 2278 and other legislative priorities. This year's budget is just the first step for 30x30. For California to achieve this ambitious goal, a consistent source of funding will be required in the coming years to support additional science and research, acquisition, restoration, and ongoing stewardship and monitoring of conserved lands.

We will continue to track the budget and legislative processes to ensure that the state elevates 30x30 and provides the resources required for its success--to truly conserve at least 30 percent of California's lands and waters. The Sierra Club 30x30 Task Force volunteers and local Chapters have been busy working to identify and support conservation projects that contribute to 30x30 goals, advocate for Sierra Club's 30x30 priorities at the local, regional, and state governments, and educate members of the public and officials about 30x30.

The 30x30 initiative is a major opportunity to uplift local and regional conservation priorities, improve access to nature, and stop ongoing harms to California's ecosystems. You can get involved with local 30x30 efforts by connecting with your Chapter, or with the statewide campaign by [signing up on our 30x30 webpage!](#)

Erin Woolley is Policy Advocate with Sierra Club California in Sacramento. Her article appeared first in "Capitol Voice" <https://www.sierraclub.org/california/capitol-voice-november-2022#30x30>