

Conserving & Restoring

America the Beautiful

“The first-ever national conservation goal by a President – a goal of conserving at least 30% of U.S. lands and waters by 2030”



The America the Beautiful initiative is a ten-year, locally led campaign to conserve and restore the lands and waters upon which we all depend. NOAA and the Department of Commerce, along with partners at the Departments of the Interior and Agriculture and the White House Council on Environmental Quality, are working to implement this inclusive and collaborative conservation vision, as directed by Section 216(a) of President Biden’s Executive Order 14008 on Tackling the Climate Crisis at Home and Abroad.

Conservation and Restoration is Important for all Americans

- From 2010-2060 urban and developed land will increase by 39M to 69M acres¹
- Communities of color, and low-income communities have disproportionately less access to clean water, clean air and access to nature²
- Between 2002 and 2017 the National Resource Conservation Service identified ~17,800 square miles of new sprawl
- Almost 90% loss of live corals in Florida Keys in last 40 years³
- Roughly half of the riparian ecosystems and wetlands in the lower 48 States have already been lost⁴



Open Space Benefits

Nature is essential to the health, wellbeing, and prosperity of every family and community in America.

Our shared lands and waters provide countless benefits:

- Recreational opportunities and the chance to connect with nature and each other;
- Ties to our cultural heritage and history preserved in iconic natural wonders;
- Economic benefits from tourism, responsible recreation, and sustainable harvesting practices;
- Valuable ecosystem services (such as carbon storage, water filtration, flood control and more) to combat the impacts of climate change and extreme weather.

NOAA is a connector of people to places by conserving and restoring special marine, coastal, and Great Lakes areas for the benefit of all Americans.

NOAA is a leader in shaping collaborative interagency efforts to support America the Beautiful and has held public roundtables, hosted meetings with partners and stakeholders, and solicited formal comments, on how it should use its existing authorities and associated measures (e.g., regulations) to conserve and restore America's ocean, coasts, and Great Lakes.



Principles of America the Beautiful

- Pursue a collaborative and inclusive approach to conservation;
- Conserve America's lands and waters for the benefit of all people;
- Support locally led and locally designed conservation efforts;
- Honor Tribal sovereignty and support the priorities of Tribal Nations;
- Pursue conservation and restoration approaches that create jobs and support healthy communities;
- Honor private property rights and support the voluntary stewardship efforts of private landowners and fishers;
- Use science as a guide; and
- Build on existing tools and strategies with an emphasis on flexibility and adaptive approaches.

The [first annual progress report](#) on the America the Beautiful initiative in December 2021, highlighted actions the Administration has taken over the past year to support locally led and voluntary efforts in support of the initiative, which will help sustain the health of our communities and bolster local economies. For example:

NOAA initiated steps to designate the proposed Chumash Heritage National Marine Sanctuary. The nomination was submitted in 2015 by the Northern Chumash Tribal Council, with broad community support, and seeks to protect the area's rich biodiversity, maritime heritage resources, and Tribal history.

NOAA Bay Watershed Education and Training Program works with vulnerable communities to increase their opportunities to engage and enjoy the outdoors. This past fiscal year, 182 new and continuing projects benefited from over \$7M in funding. 874 projects have been supported with \$110M.

Through GulfCorps, NOAA hired approximately 250 young people this year, who helped restore more than 6,400 acres of habitat across the Gulf of Mexico coast.

Measuring Progress

An American Conservation and Stewardship Atlas is being developed by an interagency working group to establish a baseline and track what lands and waters are conserved or restored.

Annual America the Beautiful updates will be published to highlight progress in support of conservation and restoration efforts across the country.

Learn more at
[NOAA.gov/America-the-Beautiful](https://www.noaa.gov/America-the-Beautiful)

