



HOUSE COMMITTEE ON
NATURAL RESOURCES
CHAIRMAN BRUCE WESTERMAN

The EXPLORE Act Media Toolkit

Messaging materials for the Expanding Public Lands Outdoor Recreation Experiences (EXPLORE) Act, a comprehensive, bipartisan, and bicameral legislative package that will improve access and transform outdoor recreation opportunities on America's public lands.

THE EXPLORE ACT



PROMOTES RECREATION OPPORTUNITIES FOR OUR ACTIVE SERVICE MEMBERS AND VETERANS



CREATES NEW LONG DISTANCE BIKE TRAILS



IMPROVES ACCESS FOR SPORTSMEN AND WOMEN



STREAMLINES PERMITTING FOR OUTFITTERS AND GUIDES



PROTECTS ROCK CLIMBING IN ICONIC PLACES



MODERNIZES AND RESTORES CAMPGROUNDS

The Expanding Public Lands Outdoor Recreation Experiences (EXPLORE) Act

Comprehensive, bipartisan, and bicameral legislation that will be championed by Natural Resources Committee Chairman Westerman and Ranking Member Grijalva to improve access and transform outdoor recreation opportunities on our public lands and waters.

- Modernizes technology to improve visitor experiences, such as increasing broadband connectivity at recreation sites, creating digital recreation passes, and creating new pilot programs to monitor visitation.
- Streamlines the permitting process and reduces burdensome fees for small businesses that depend on reliable access to public lands.
- Reduces park overcrowding by creating new and innovative models to encourage public recreation in less-traveled areas.
- Supports gateway communities by addressing housing shortages, parking and infrastructure issues, and challenges due to overcrowding.
- Transforms accessibility for individuals with disabilities by creating new accessible trails and recreation opportunities across our public lands.

STRENGTHENS THE OUTDOOR RECREATION ECONOMY



\$1.1 TRILLION
annual gross economic output



5 MILLION
jobs supported annually



2.2 PERCENT
percentage of overall GDP

To support or cosponsor, contact aniela@mail.house.gov

Getting the Word Out

Members and stakeholders are invited to attend the House Committee on Natural Resources' bipartisan press conference rolling out the legislation.

When:

Wednesday, November 29, 1:00 p.m. EST

Where:

House Triangle

Who:

House Committee on Natural Resources Chairman **Bruce Westerman** (R-Ark.)

House Committee on Natural Resources Ranking Member **Raúl Grijalva** (D-Ariz.)

Ambreen Tariq, senior program manager, Outdoor Recreation Roundtable

Shannon O'Shaughnessy, general manager, REI Co-Op

Adam Cramer, executive director, Outdoor Alliance

Jessica Montoya, senior director of park equity and federal relations, Trust for Public Land

Sasha DiGiulian, professional rock climber and CEO, Send Bars

Graphics and Branding

Click [here](#) to view a gallery of social media graphics. You will find EXPLORE Act branding to use in your own social media posts.

Social Media

In addition to [these graphics](#), see below for several draft posts to promote the legislation.

House Natural Resources Committee social media:

Twitter | @NatResources

Facebook | @NaturalResourcesCommittee

Instagram | @NatResources

Draft social media posts

Tweet 1: America has been blessed with the greatest public lands in the world. It's time we work together to expand access to these lands with the EXPLORE Act so every American can enjoy what our nation offers.

Tweet 2: Our national parks are America's best idea, and it's time to modernize and expand access and opportunities in them. From hikers to sportsmen, the bipartisan EXPLORE Act will do just that, bringing our national parks into the 21st Century for Americans to enjoy for generations to come.

Instagram Post: (GRAPHIC) The bipartisan EXPLORE Act will expand access and experiences in our national parks for every American. By modernizing park technology and streamlining the permitting process, EXPLORE will create new opportunities in parks and strengthen the outdoor economy.

Contact

Any questions? Reach out to Rebekah.Hoshiko@mail.house.gov (comms) or Aniela@mail.house.gov (policy)