



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

H.R. 6492, The Expanding Public Lands Outdoor Recreation Experiences (EXPLORE) Act

Comprehensive, bipartisan, and bicameral legislation championed by Natural Resources Committee Chairman Westerman and Ranking Member Grijalva improves access and transforms outdoor recreation opportunities on our public lands and waters.



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

- 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

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

Social media posts examples:

Post 1 (100 Days): It's officially been 100 days since the EXPLORE Act passed the House. Next stop: the Senate. Learn more here: <https://bit.ly/3W7fCE7>

Post 2: Our national parks are America's best idea, and it's time to modernize their access and opportunities. 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.

Post 3: To the House members who passed the bipartisan EXPLORE Act, thank you! Now we look to the Senate to move quickly on the legislation so it can head to the president's desk. Learn more here: <https://bit.ly/3W7fCE7>

**If posting on Twitter/X, feel free to use #EXPLOREAct*

Contact

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