



Maureen Garrity

THE CONSERVATION ALLIANCE 2025-2026 CONSERVATION STRATEGY

WHO WE ARE:

The Conservation Alliance harnesses the power of businesses to protect outdoor spaces and wild places. We drive a proactive agenda and work with member companies from a wide range of industries to utilize strategic advocacy and grantmaking and deliver high impact conservation outcomes across North America.

Conservation is fundamentally good for business. Investing in land and water protection today creates jobs, supports local economies, and ensures these benefits exist for future generations. Our model works. Since 1989, we've helped protect 124 million acres and 4,964 river miles, remove or halt 43 dams, purchase 22 climbing areas and designate five marine reserves and one national marine sanctuary.

OUR CONSERVATION STRATEGY:

TCA unites businesses from a wide range of industries and harnesses our collective voice to lead the charge for reliable, bipartisan efforts that advance conservation policies and other land and water conservation efforts. TCA's Conservation Strategy brings focus to this work in order to maximize and measure our impact over time. This benefits our members and grantees by aligning our grants and advocacy programs, defining and driving our corporate advocacy work, and directing our grantmaking priorities.

The Conservation Strategy is updated on a two year cycle and is meant to be an evolving strategy throughout that time. The next strategy will be completed Q1 of 2027.

PRIORITIZATION FILTERS FOR OUR WORK:

Climate Mitigation and Biodiversity Protection: In order for TCA to ensure that our investments in conservation yield the highest benefits for nature, deciding where we invest our resources is paramount. Using the Climate Atlas as a filter for our work, TCA maximizes its impact by not only supporting critical conservation campaigns, but by honing in on geographies that rate the highest for climate resiliency and biodiversity. With this lens, we will prioritize projects in the key geographic regions of Alaska, the West Coast, the Mountain West, and the Southeast.

Community Impacts: TCA acknowledges that the loss of natural resources has and continues to have an outsized impact on marginalized communities through decreased access to green spaces, increased pollution and negative health impacts, loss of cultural and historical connections and resources, and a decline in economic benefits. These impacts are often greatest for low-income communities, communities of color, and Indigenous Tribes. Individuals in these groups often have the most local knowledge or deep connections to the landscapes around them, and yet are too often left out of conservation efforts and conversations. TCA's work will prioritize efforts to center the voices and leadership of marginalized communities within our strategic areas of work.

Economic Implications: Protecting outdoor landscapes for their conservation value also makes them more amenable to outdoor access and outdoor recreation-focused management. This expansion in outdoor recreation works to strengthen local economies through an increased number of visitors and related spending, as well as an increase in the number and types of jobs. The economic impacts affect a wide range of industries in both urban and rural settings, with the recreation sector generating over \$1.2 trillion in economic output and 5 million jobs in the U.S. alone.

STRATEGIC AREAS OF WORK AND PRIORITY CAMPAIGNS

TCA has identified six strategic areas that we believe will achieve the most durable conservation outcomes for our organization, members and partners. These areas of focus will drive our grant making and advocacy efforts:

1. **Federal Land & Water Protections and Restoration**
2. **Private Land Protection**
3. **Ecosystem Level Restoration**
4. **Locally-Led conservation**
5. **Outdoor Recreation**
6. **Rural Economic Development**

Within these focus areas, TCA has identified a subset of priority campaigns that are urgent efforts to address natural resource management, climate adaptation, the rights of indigenous and marginalized communities, and habitat protection in locations that also provide opportunities for outdoor recreation. Priority campaigns receive additional funding and advocacy resources and are highlighted in their relevant sections.

TCA has identified the following priority campaigns where our model can have an outsized influence on campaign success:

1. **Campaign to Prevent Public Land Transfers**
2. **Protecting the Antiquities Act on Key Landscapes**
3. **D-1 Lands (Alaska)**
4. **Boundary Waters (Minnesota)**
5. **Owyhee Wilderness Campaign (Oregon)**
6. **Removal of the Snake River Dams (Washington)**

1. FEDERAL LAND & WATER PROTECTIONS:

Opportunities for land and water conservation are plentiful, but they require creativity, bipartisanship, negotiated compromises, and balanced land-use planning. Building a critical mass of support for land and water protections relies on a strong foundation of support from local communities, tribal, state and local governments, Congressional delegations, executive branch agencies, nonprofit organizations, and the private sector. We believe that our work has the highest likelihood of success when we blend TCA's business led advocacy with our strategic grantmaking efforts. TCA's business-led advocacy allows the organization and our members to build meaningful relationships with decision makers across the aisle, removing the barriers that often stop conservation proposals from moving forward. Through our investments in grassroots organizations, TCA helps drive effective local, regional, and national efforts with conservation partners.

In 2025 and 2026 TCA is focusing on the following federal land and water conservation policies:

- **Support Proactive Bills and Increase the Likelihood of a Public Lands Package**

TCA will continue to advocate for legislation that has been long-supported by our business members, has historically been funded by our grant program, as well as new legislation that has a viable pathway to success. We will continue to monitor legislative efforts in the new Congress and work with our grantees to ensure our legislative portfolio is up to date. In addition to TCA's legislative priorities, we understand that conservation bills never move as a stand alone piece of legislation. The bills we support are - as a rule - always combined with other bills into a package before they become law. TCA will advocate and fund bipartisan efforts to move individual bills and public land packages, which represent the most durable conservation outcomes. While not exhaustive of our efforts over the coming years, some of the priority bills we are focused on include:

- ◇ Malheur Community Empowerment for the Owyhee Act (Oregon) (*TCA Priority Campaign)
- ◇ Boundary Waters Wilderness Protection and Pollution Prevention Act
- ◇ Dolores River National Conservation Area and Special Management Area Act

- **Campaign to Prevent Public Land Transfers (*TCA Priority Campaign):**
 In 2024, the State of Utah filed a lawsuit with the United States Supreme Court to wrestle 18.5 million acres of public lands managed by the Bureau of Land Management (BLM) away from its rightful owners, the American people. If transferred from federal jurisdiction to Utah, the state's own track record shows that real estate developers and the extractive industry would benefit at our collective expense. Utah's case may ultimately undermine the very notion that federal agencies can own and manage land, a privilege that has benefitted generations of outdoor enthusiasts in every corner of our country. In addition to this lawsuit, there are a number of legislative efforts in the 119th Congress that will seek to privatize the public estate. TCA will work with grantees and partners to run a national education campaign that ensures all efforts to privatize public lands are met with commonsense, economic arguments that result in public lands staying in public hands.
- **Expand Migration Corridors in the Rocky Mountains:**
 Habitat connectivity and big game migration corridors are enormous bipartisan opportunities to protect critical ecosystems, make our roads safer during migration season and drive wide ranging economic opportunities from wildlife-based tourism. In particular, there is broad support in Rocky Mountain (MT, WY, UT, NM) states for species conservation through locally-led efforts. TCA will work with local communities and stakeholders, federal and state-level policymakers, and Tribal leaders to support opportunities to expand corridors through public and private land protection.
- **Protecting High Value Watersheds:**
 TCA has successfully funded the protection of critical watersheds and waterways through Wild and Scenic legislation, federal Clean Water Act actions, dam removal efforts and work to designate Outstanding National Resource Waters. We have a long successful history supporting water focused campaigns from Bristol Bay to the Boundary Waters. TCA will continue our work to protect high value North American watersheds while we work to expand our work in this space in 2025 through membership engagement and program development.
- **National Monuments and Marine Sanctuaries:**
 National monuments and marine sanctuaries are a proven tool for protecting high value conservation, recreation, cultural and many other values. Unfortunately, it is highly unlikely that the current administration will use either of these tools to conserve lands and waters over the next four years. In fact, it is a near certainty that the Trump Administration will move to unwind a number of monuments that TCA and our partners worked tirelessly to protect. TCA will continue to lead the [Mobilizing for Monuments](#) campaign with the parallel goal of protecting existing designations and building a pipeline of new National Monument proposals that can be enacted when there are more viable pathways forward.
- **Protecting the Antiquities Act on Key Landscapes (*TCA Priority Campaign): *Specific priority landscapes to be assessed, but may include:***
 - ◊ Baaj Nwaavjo I'tah Kukveni - Ancestral Footprints of the Grand Canyon National Monument (Arizona)
 - ◊ Camp Hale-Continental Divide National Monument (Colorado)
 - ◊ Avi Kwa Ame National Monument (Nevada)
 - ◊ Castner Range National Monument (Texas)
 - ◊ Chumash Heritage National Marine Sanctuary (California)
 - ◊ Chuckwalla National Monument (California)
 - ◊ Sáttitla Highlands National Monument (California)
- **Building a Pipeline of Future Designations (non-exhaustive):**
 - ◊ Great Bend of the Gila National Monument (Arizona)
 - ◊ Mimbres Peaks National Monument (New Mexico)
 - ◊ Caja del Rio National Monument (New Mexico)
 - ◊ Maah Daah Hey National Monument (North Dakota)
 - ◊ Sutton Mountain National Monument (Oregon)

- **Protect Bedrock Environmental Laws:**

There is no question that the incoming congress and administration will work to undermine and do away with key environmental laws such as the Antiquities Act, the National Environmental Policy Act, Endangered Species Act, the Federal Land Policy and Management Act, and the Clean Water and Clean Air Acts. Because of TCA's commitment to land and water conservation, we will focus primarily on defending the Antiquities Act. TCA may also support coalition partners or grantees working on specific legislative efforts that would weaken other bedrock environmental laws if the proposed changes to those laws would directly impact our ongoing work or past investments / successes.

- **Defend Existing Mineral Withdrawals on BLM lands:**

The majority of BLM lands are open to oil and gas and mineral leasing and development, hindering carbon reduction and clean energy goals while also locking these lands away from other public use. TCA and our partners have had great success using administrative and legislative withdrawals as targeted tools to protect ecologically and culturally sensitive areas. TCA will work with partners to uphold the following withdrawals:

- ◊ Thompson Divide (Colorado)
- ◊ Ruby Mountains (Nevada)
- ◊ Pecos River Watershed (New Mexico)
- ◊ D-1 Lands (Alaska) (*TCA Priority Campaign)
- ◊ Boundary Waters (Minnesota) (*TCA Priority Campaign)
- ◊ Chaco Canyon (New Mexico)

- **Engage in Significant Bureau of Land Management Planning Processes:**

TCA has advocated and made significant financial contributions to local coalitions working on Resource Management Plans (RMPs) on BLM lands. Many RMPs and implementation plans currently in-process may be delayed administratively or legislatively, hindering the opportunity to finalize much-needed protections across key landscapes. We will continue to fund, defend, and advocate for science-based management plans that elevate recreation and conservation outcomes in RMPs. TCA will also actively oppose efforts to use the Congressional Review Act to interrupt or roll back final RMPs. TCA will focus on the following planning processes:

- ◊ Greater Sage-grouse Land Use Plan Amendments
- ◊ Southeastern Oregon RMPA (Oregon)
- ◊ Big Game Habitat Conservation for Oil and Gas Management in Colorado (Colorado)
- ◊ Uncompahgre Field Office RMP Amendment (Colorado)
- ◊ Lakeview Resource Management Plan Amendment (Oregon)
- ◊ Rock Springs RMP Revision (Wyoming)
- ◊ Central Yukon Planning Area (Alaska)

- **National Forest Planning and Protections:**

Protecting forested landscapes with major carbon storage potential, recreation opportunities and economic benefits for rural communities has always been a point of pride for TCA. TCA will focus our grantmaking and advocacy efforts on the Tongass National Forest in Alaska where it has invested for decades and the Northwest Forest Plan revision process that aims to protect intact forest habitat and recreation opportunities.

2. PRIVATE LAND PROTECTION

As TCA works in partnership with its business members to conserve a significant amount of North America's land and water, private land protection is a critical part of the solution. TCA's grant-driven private land efforts have led to countless successes including the creation of public green spaces for local communities, the expansion of wildlife habitat and corridors, conservation of forests and other critical ecosystems, and connection to ancestral lands for tribal communities. In the United States, about 1.4 billion acres or 60% of land is privately owned. Through the work of land trusts and other conservation-focused entities, over 60 million acres of these lands have been conserved so far. This leaves a large amount of private land still unprotected, creating a distinct opportunity for TCA and its partners.

As TCA evaluates private land opportunities across the U.S., particularly focus will be on supporting acquisition and easement opportunities in the mountain west, west coast, and southeast that connect to the following priority areas:

- **Protect Areas of High Biodiversity and Climate Value**
TCA will prioritize protecting private lands and waters that have outsized potential to increase ecosystem resilience and protect wildlife and ecological diversity. Geographically, we will focus the majority of our private lands work in the mountain west, west coast, and southeast due to those region's high climate sequestration potential.
- **Provide Connectivity to Protected Lands**
We will focus efforts protecting lands that have immediate connectivity to already protected private and public lands to increase wildlife corridors and ecological diversity. This includes working with partner organizations to acquire inholdings and edge holdings to wilderness and other protected landscapes, and expanding existing conservation easements or acquisitions that are a part of larger landscape connectivity and protection plans.
- **Increase BIPOC Access and Ownership**
TCA will focus on increasing land ownership, access, and management of critical natural resources for marginalized groups across North America, with a particular focus on indigenous communities. This may include support for cultural easements which protect a landscape's cultural and natural resources and allow indigenous communities to access their ancestral lands.
- **Expand Recreation Activities**
TCA has long worked at the intersection of conservation and recreation where there is a symbiotic relationship to build strong local economies and protect critical landscapes. Over the years, TCA has been involved in private land acquisition and easement efforts that span from protecting climbing areas in Massachusetts to securing mountain bike and trail access in Montana. We will continue to support private land efforts to create or expand recreation opportunities for the public, especially for historically underserved communities.

3. ECOSYSTEM LEVEL RESTORATION

Restoration is a key lever to enhance the integrity of open spaces. Active efforts to repair degraded landscapes allow for the recovery of biodiversity and enhance an area's climate resiliency potential. Our support of restoration efforts will specifically focus on initiatives driving landscape-scale restoration along the following lines of prioritization:

- **Restore Areas of High Biodiversity and Climate Value**
TCA will support efforts to restore specific landscapes that have outsized potential to increase ecosystem resilience and protect wildlife and ecological diversity. This will drive us to focus on landscape-scale efforts in the mountain west, west coast, and southeast due to those region's high climate sequestration potential.
- **Support Dam Removal and Watershed Restoration**
Since its inception, TCA has supported ecosystem restoration through the removal or halting of 43 dams. Removing dams is a critical action for holistic watershed restoration leading to clean water, species migration and more. TCA will continue to provide support for ongoing efforts we have invested in previously as well as proactively seek out additional opportunities to support obsolete and/or high-impact dam removal efforts across North America. Two specific watersheds we will continue to work on are:
 - ◇ Klamath River Watershed Restoration (California)
 - ◇ Removal of the Snake River Dams (Washington) (*TCA Priority Campaign)
- **Elevate BIPOC Leadership and Management**
TCA will focus on increasing land restoration and management of critical natural resources for marginalized groups across North America, with a particular focus on indigenous communities and tribally-led efforts. This will include broader conservation planning efforts on tribal lands as well as specific work to reintroduce keystone species and other methods to restore the ecological integrity of ancestral lands.

4. LOCALLY-LED CONSERVATION

Through TCA's grants and advocacy programs, the organization aims to support community-centered conservation efforts to protect landscapes and outdoor spaces that are significant to BIPOC (Black, Indigenous, and People of Color) groups, while also finding opportunities to advocate for policies and processes that allow these communities to have a voice and leadership role in conservation decisions and outcomes. Specifically TCA will:

- **Center BIPOC Voices and Leadership**
As TCA advances our conservation priorities across specific landscapes, policies, and regulations, we will be looking to ensure a diverse set of voices are supported in the development and advancement of these campaigns.
- **Focus on Conserving Culturally Significant Places**
TCA has long worked at the intersection of landscape protection and the preservation of culturally significant places, most recently in the designations of [Baaj Nwaavjo I'tah Kukveni](#), Chuckwalla, Sattitla Highlands, and Avi Kwa Ame National Monuments. The work to protect these culturally significant places and the landscapes surrounding them is a priority area of action, especially in supporting long-term community engagement and campaign development work led by tribes and local communities.
- **Work to Decrease the Nature Gap through Policy and Advocacy by:**
 - ◊ Engaging with the [Outdoor F.U.T.U.R.E. coalition](#) and [Senator Heinrich](#) to discuss expanding outdoor recreation and stewardship experiences for underrepresented communities.
 - ◊ Supporting implementation of and funding for the [Outdoors for All Act](#)

5. OUTDOOR RECREATION

When TCA and our member companies protect public lands and waters for their conservation values, it inherently helps boost opportunities for high value outdoor recreation. Supporting outdoor recreation policies that help more people get outdoors will ensure that TCA's member businesses thrive, therefore allowing them to continue to support conservation. TCA will leverage the strength of our members and our position between conservation and recreation policy to support efforts that protect public lands and waters, enhance recreation experiences, and ensure recreation is accessible.

- **Support the Trump Administration's Outdoor Recreation Efforts through FICOR**
- **Advocate for Recreation Legislation**
- **Reauthorize Public Lands Legacy Restoration Fund**

6. RURAL ECONOMIC DEVELOPMENT

Economic development is key to the success and durability of conservation projects in rural communities. Rural areas with high conservation potential frequently face land-use conflicts that pit protection against development. It is critical that we continue to decouple economies from extractive activity while demonstrating that alternatives such as recreation economies on or near protected areas present growing, if not greater opportunities.

- **Advocate for Legislation that Supports Rural Communities:** TCA is supporting the reintroduction and advancement of the [Rural Outdoor Investment Act](#) to boost rural communities through investments in outdoor recreation, workforce development and small business, and stewardship. TCA is also supporting the reintroduction and advancement of the [Schools and State Budgets Certainty Act](#) and the [National Energy Community Transition Act](#) to help rural communities as they transition from dependence on extractive industries.