

Deliver Equity, Justice and Inclusivity

Promote a culturally relevant outdoor recreation and conservation community in Minnesota.

- **JEDI Planning:** Bring together Minnesota outdoor recreation stakeholders—including BIPOC, LGBTQ+, people with under-represented genders, people with disabilities, and people with low- or no-income—around a shared plan to build community, improve cultural relevance, drive relationships, and facilitate an inclusive understanding of outdoor recreation.
- **Marketing:** Create and implement a united marketing strategy to coordinate across public and private entities that welcomes historically under-represented populations into the outdoor recreation community. This would include the integration of under-represented populations as customers, owners, employees, and vendors of outdoor recreation agencies, groups, and businesses.
- **Improved Access:** Identify and develop solutions to overcome current barriers and create new pathways for accessing outdoor recreation activities including cost, transportation, improving cultural relevance, and accessibility of outdoor facilities and equipment for all shapes, sizes, and abilities.
- **Welcoming Culture:** Promote and facilitate a culture of welcoming everyone outdoors by practicing inclusivity and ensuring that BIPOC, LGBTQ+, people with disabilities, and under-represented genders are equally valued as tenants of Minnesota's experience.
- **Conservation:** Become a national model for the inclusion of historically under-represented groups as thought partners and leaders in advancing the health of Minnesota's natural resources. Educate all Minnesotans about our impact on land, water, and native species and how we all can play a role in conserving them.