May You Live in Interesting Times
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Water-Drought
Climate Change
Demography
May You Live in Interesting Times

Water Bond
Cap and Trade
Legalizing Marijuana
Green Prints
President’s Proposals
Park Bond – Existing Lands
Change is inevitable.
Progress is optional.

-Tony Robbins
95% Urban, Urban Cluster

Add 13 million to population by 2050 = a metropolitan LA
Latinos Largest Ethnic Group

Non-Caucasian
• Majority Now – 4 of 6 regions
• Super-majority by 2050

Language Spoken Households
Millennials

Dominant Decision-Makers
Next 35 Years

Interesting Characteristics

Environment Not High Concern
Losing connection to outdoors

Our protected lands:
• not readily accessible to most
• do not provide range of desired experiences
Land trusts do not reflect demographic make-up of CA

62% male / 84% over 50 / 95% Caucasian
Guiding Principles

- Land
- Communities
- People
- Partners

The lens for our work
Preserve, protect and restore our most important natural resources, working lands and recreational spaces.
Connect all Californians with our protected lands in ways meaningful to them.

Communities

Conservation Horizons
People
Reflect the ethnic and socio-economic diversity of the public we serve in our land trust leaders, staff, and programs.
Partnerships

Build collaborative cross-sector partnerships.
Plan for the Future

The secret of change is to focus all of your energy, not on fighting the old, but on building the new.

Socrates
Land Trust Recommendations

1. Deepen – Don’t Change – Your Mission

2. Know Your Community

3. Advance One New Direction
   - project – partner – tool – funder

4. Diversity Your Board and Staff
CCLT will:

1. Create New Tools for Advancing Conservation Practice
2. Educate, Train, Mentor
3. Catalyze New Partnerships, Pilot Projects
4. Increase Visibility, Confidence
TAKE IT OUTSIDE CALIFORNIA! 2015
CONSERVATION HORIZONS
KEEPING CONSERVATION AND LAND TRUSTS VITAL FOR THE NEXT AGE