California ReLeaf
Leadership Workshop:

Overview of the Day +
Expectations

Leadership Workshop
Riverside, California
August 20, 2015

Cindy Blain
Executive Director
Expectations:

• Share experiences, insights, ideas
• Leap outside your comfort zone
• Re-imagine approach
Why?

Why the urban forest?

Why do you care about trees?
Why are you here? Why do you care about trees?
Why?

Why are you here? Why do you care about trees?
Why are you here? Why do you care about trees?
Critical Juncture:

• 95% Californians on 5% of land
• Extreme Weather Events
• Research: Public Health & Trees
• Amazing GIS Tools
• Recognition of Racial Divide
• Cap & Trade Funding
• SB535 / Social Equity
Critical Juncture:

“Events that disrupt the existing political and economic balance in one or many societies.”

- Why Nations Fail 2012

“…emphasizes the enduring impact of choices made during critical junctures in history.”

- The Study of Critical Junctures 2007
Who should we be helping?

Who needs trees?

How do we define community?
## DAC Demographics

<table>
<thead>
<tr>
<th></th>
<th>Calif</th>
<th>DACs</th>
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</thead>
<tbody>
<tr>
<td>African-Am</td>
<td>6.6%</td>
<td>8.2%</td>
</tr>
<tr>
<td>Asian</td>
<td>9.5%</td>
<td>14.1%</td>
</tr>
<tr>
<td>Latino</td>
<td>38.4%</td>
<td>64.0%</td>
</tr>
<tr>
<td>White</td>
<td>39.0%</td>
<td>16.0%</td>
</tr>
</tbody>
</table>

Based on 2010 Census
Mission = Same

Definition of Community = Inclusive
Conclusions & Priorities:

Incredible Opportunity → Difference
Re-examine Our Challenges & Focus
Right People in the Right Place
Logistics:

1. Sharing contact info – yes?
2. Cell numbers & media – yes?
3. Videos & sharing – yes?
4. Cell phones – mute
5. Twitter – vocal
6. CEUs – 4:20pm
Thank you!...Questions?

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