California ReLeaf
Leadership Workshop:

Overview of the Day +
Expectations

Leadership Workshop
Riverside, California
August 20, 2015

Cindy Blain
Executive Director

Note: Demographic info on Page 12:
Updated and Corrected March 2016
Expectations:

• Examine your work through a different lens
• Leap outside your comfort zone
• Re-imagine approach
Why?

Why the urban forest?

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?
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?
The State of Diversity in Environmental Organizations

Mainstream NGOs  Foundations  Government Agencies

Dorecta E. Taylor, Ph.D.
University of Michigan, School of Natural Resources & Environment
Ann Arbor, Michigan

PREPARED FOR GREEN 2.0
JULY 2014

CALIFORNIA ReLEAF
## DAC Demographics

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th>DACs</th>
<th>Top 25%</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>African-Am</strong></td>
<td>6.2%</td>
<td>8.2%</td>
<td>3.0%</td>
</tr>
<tr>
<td><strong>Asian Pac Isl.</strong></td>
<td>13.0%</td>
<td>9.5%</td>
<td>17.0%</td>
</tr>
<tr>
<td><strong>Latino</strong></td>
<td>37.6%</td>
<td>64.0%</td>
<td>40.0%</td>
</tr>
<tr>
<td><strong>Native Am</strong></td>
<td>1.0%</td>
<td>0.3%</td>
<td>20.0%</td>
</tr>
<tr>
<td><strong>White</strong></td>
<td>40.1%</td>
<td>16.0%</td>
<td>10.0%</td>
</tr>
<tr>
<td><strong>Other/Multiple</strong></td>
<td>4.9%</td>
<td>1.7%</td>
<td>14.0%</td>
</tr>
</tbody>
</table>

Based on 2010 Census

Updated and Corrected March 2016
Mission = Same

Definition of Community = Inclusive
What Will Success Look Like?

- Trees will survive & grow big
- Communities will bond/care more
- Neighborhoods will improve
- Job training & jobs will increase
- Right people in the right place
And How Will You Track the Results?

- Monitoring Outcomes vs Outputs
  - Data
  - Photos
  - Stories / Testimonials
  - Social Media Activity
  - ???
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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Rapid Fire Introductions

1. Name
2. Organization
3. Title / Role