



NAVIGATING RADICAL CHANGE

The new normal

April 18-20, 2012 ~ Woodland Hills, CA

2012 CALIFORNIA TRAILS & GREENWAYS CONFERENCE

So Much Change, So Quickly



Economic Change

Mobility

Immigration

Environmental

Uncertainty

Income Gaps

Techno Change



before
and
We've
to
what
we
know
do
been
ere

CHANGES in the size, composition,
and choices of the population will
DETERMINE OUR FUTURE...

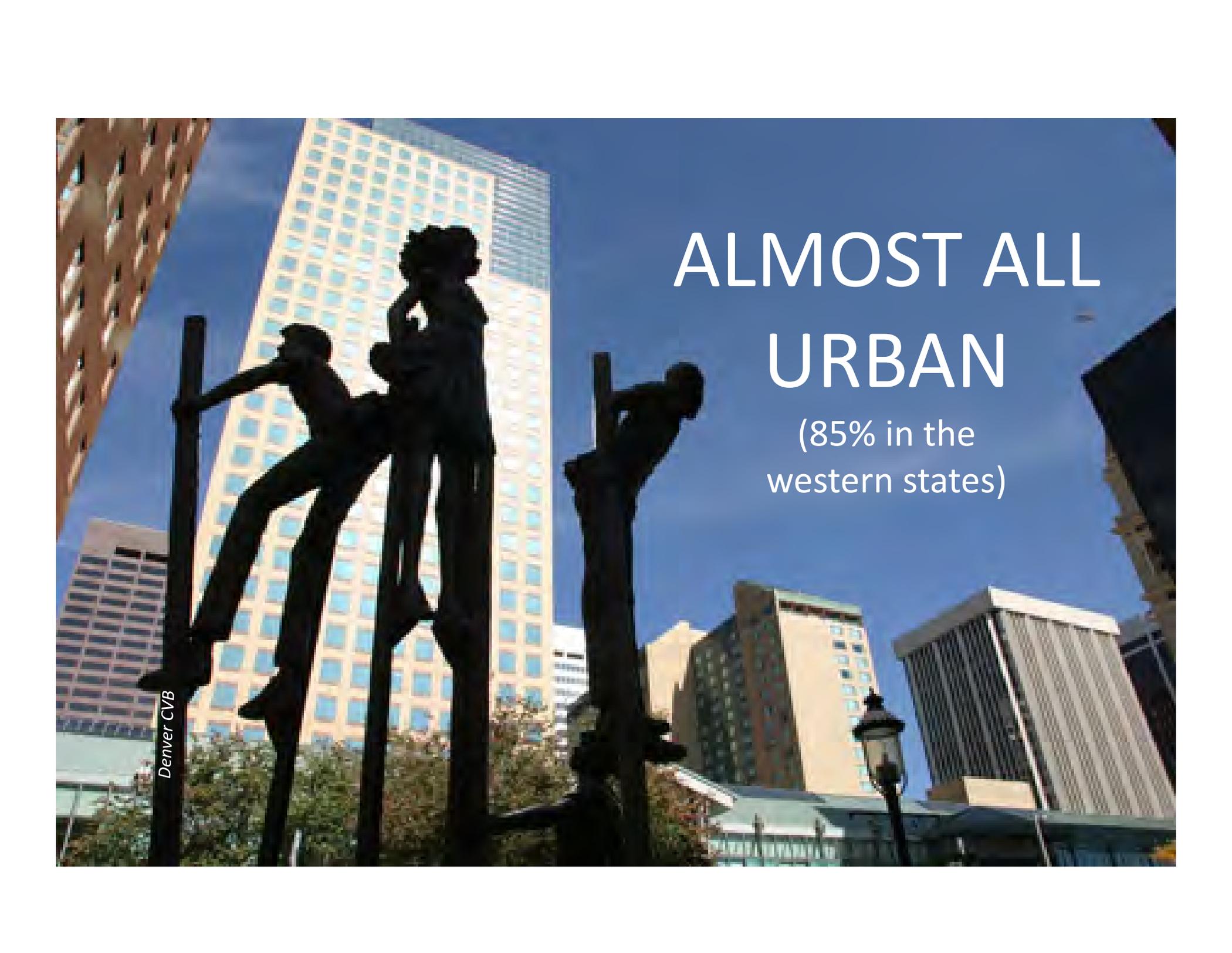




CALIFORNIA

50 MILLION BY 2040

- Adding 10 million people between '00 – 20; between 400 - 500K each year
- Rapid growth in Inland Empire and Great Valley
- By 2020, top three racial or ethnic groups will be:
 - Latino (41%)
 - Anglo (37%)
 - Asian (12.5%)
- By 2020, seniors (65+) will increase by 75%



ALMOST ALL URBAN

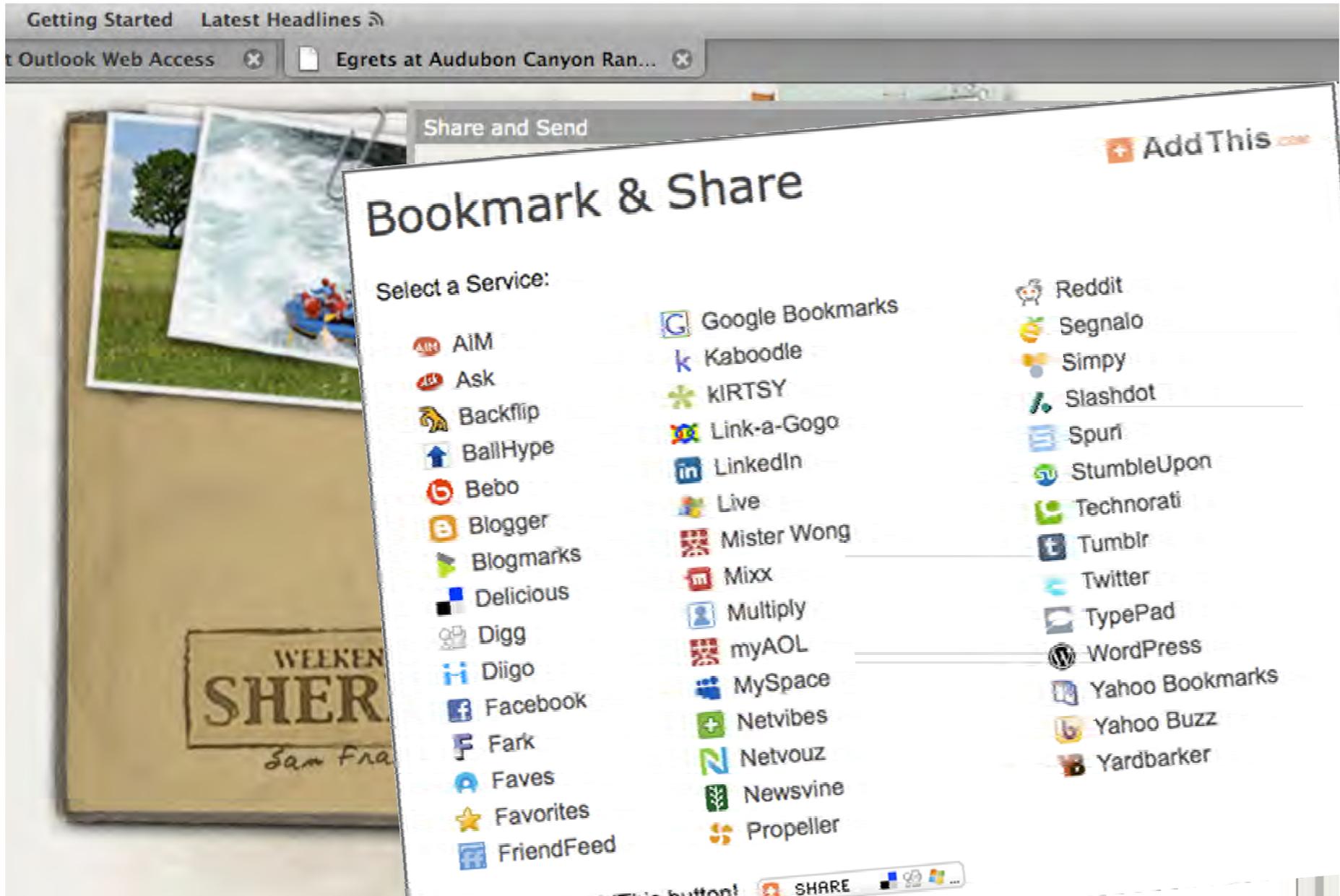
(85% in the
western states)

LIVES TRANSFORMED BY TECH



Portable | Powerful | Personal

NEW TOOLS = NEW CONTROL



GROWING ALLIANCE



ENVIRONMENTAL & SOCIAL JUSTICE

75% INCREASE OF SENIOR ADULTS



Source: Various, including Census Bureau, Facts for Features, January 2006.

NEARLY 70% OF CALIFORNIANS UNDER 18 ARE FROM ETHNICALLY DIVERSE BACKGROUNDS



Source: KidData citing CA Dept of Finance for 2009.



Steve Griswold

WHAT DOES THIS
SUGGEST TO YOU?

TO ME?

in today's rapidly changing environment

preserve mission and integrity

what trends should we consider?

innovative approaches . . . issues we all face

test new ideas, manage risk, find solutions

traditional means no longer function

Mission.

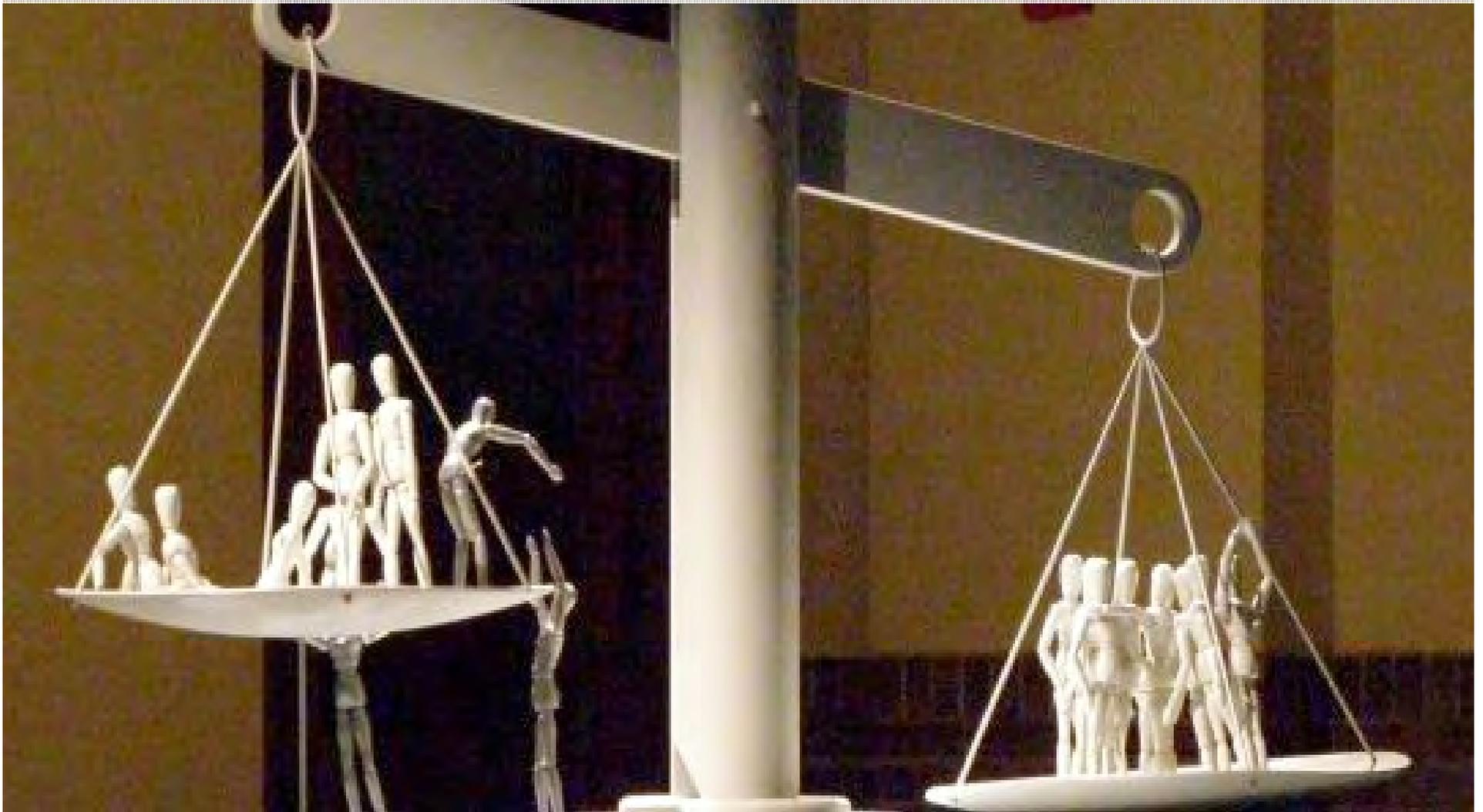
Trimtab Throughline

THINKING ABOUT THROUGH LINES AND TRIMTABS



Image: Steve Griswold/National Park Service

SOCIETAL THROUGH LINES

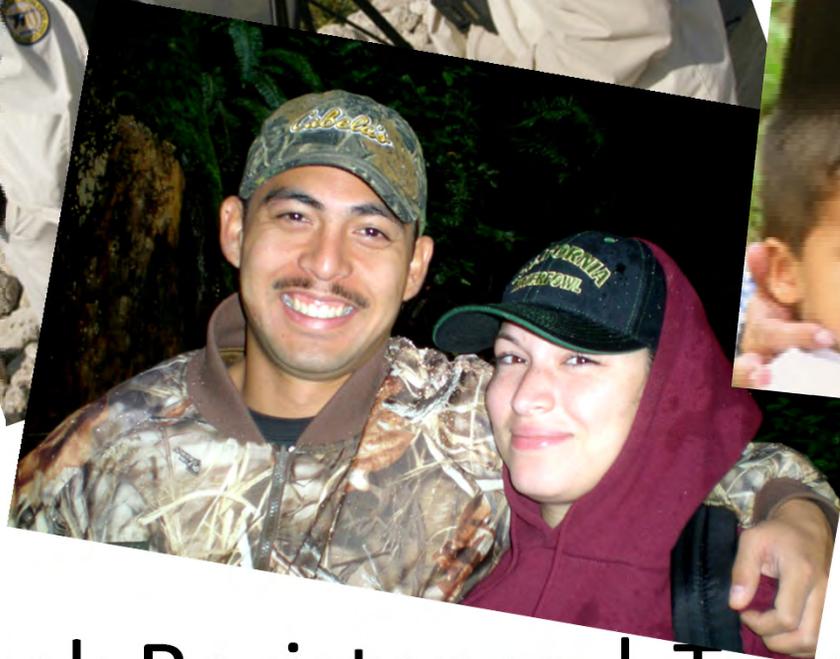
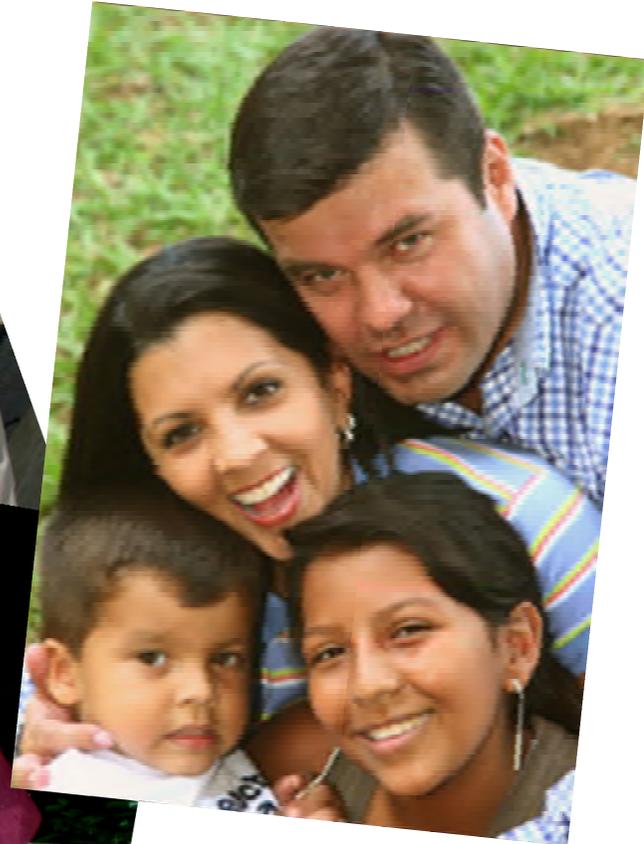


Freedom | Justice | Opportunity | Expanding Rights

Mission.

Trimtab Throughline

BE A TRIMTAB....



Break Resistance | Turn w/o Breaking

RECAPTURE BABY BOOMERS



Photo: USFWS

Equality | Environmental Values
Parents of Millennials (Gen Y)

BABY BOOMERS

- **Who Are?**
 - 78 Million
 - 1946 – 1964
 - Fueling Senior Growth
- **Where Live?**
 - Throughout CA
 - Rec & Retire
- **Why Intrigue?**
 - Large Cohort
 - Free Time/Money
 - Carry Us Until We Figure It Out
- **Where Are They...**
 - Psychologically
 - Reconnect w/ Values of Youth
 - Prime Nostalgia
 - Links to Nature
 - Unstructured Play
 - Camps, Orgs
 - Nature Vacations
 - Language of Leisure
 - English & Print
 - Digital/Social Media
 - Web, Email, FB



DESIGN FOR FAMILIES WITH CHILDREN (Especially Latinos)



LATINOS

- **Who Are?**
 - Nearly 38% of CA
(Hispanic or Latino)
 - Mostly from Mexico & Latin America
 - Fueling Population Growth
- **Where Live?**
 - Statewide; Gateways
 - Southern CA, CV, Inland Empire
- **Why Intrigue?**
 - Emerging Segment
 - Increasing Ed & \$\$
 - Shared Values
 - Family & Nature
 - Generous; Help Us Figure It Out
- **Where Are They...**
 - Psychologically
 - Primacy of Family
 - Maintain Cultural Links
 - Adaptation
 - Links to Nature
 - Relaxation/Family
 - Safe Kids Play
 - Language of Leisure
 - Spanish
 - Digital/Social Media
 - Varies



*Source: Census Bureau & CB
The Hispanic Population: 2010.*

CAPTURE COLLEGE MILLENNIALS

- Focused
- Marvelous
- Soon-to-be
 - High Education
 - High Income



MILLENNIALS

- **Who Are?**
 - Larger than BBoom
 - Very Diverse
- **Where Live?**
 - Metro & Suburban
 - Southern CA
- **Why Intrigue?**
 - Future Leaders
 - College/Career
 - Save Us From Ourselves
- **Where Are They...**
 - Psychologically
 - Becoming
 - Hopeful & Worried
 - Links to Nature
 - Mediated
 - Language of Leisure
 - Digital
 - Digital/Social Media
 - Ubiquitous



**Permission
Admission**

**Trimtab
Throughline
Mission**

The
Gifts
Given
We've
Been

THE BEST GIFT MUCH MALIGNED MILLENNIALS

JOURNAL DE QUÉBEC | MARDI 22 JANVIER 2008





- Community Stewardship: Habitat Restoration, Trails
- Citizen Science: I & M, Data Collection, Embedded
- Community Engagement: Trunks, Event Info
- Communication: Publications, Products, Social
- Conference/Event Management
- Consulting: Millennial, Spanish/Latino, Kiosks
- Caretaking/Custodial: SPIF, Cyclical, Spike Camps

FIVE TO 500 IN FIVE YEARS





WE WANT TO PARTNER WITH YOU



TO HELP CALIFORNIA THRIVE

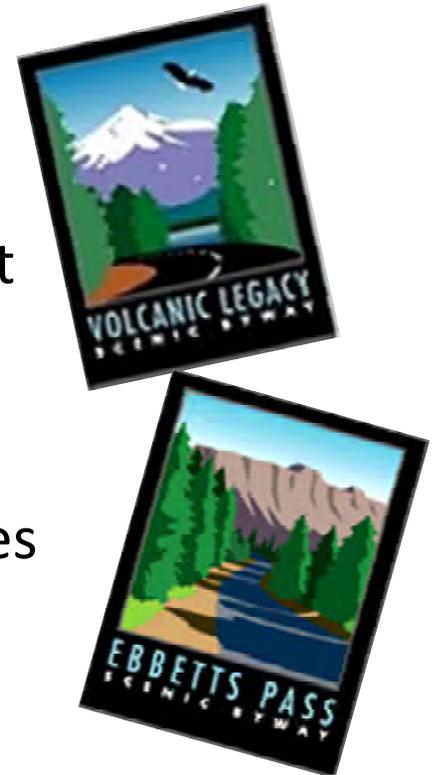
- Scenic Byway Network



- Feather River Scenic Byway Dedication

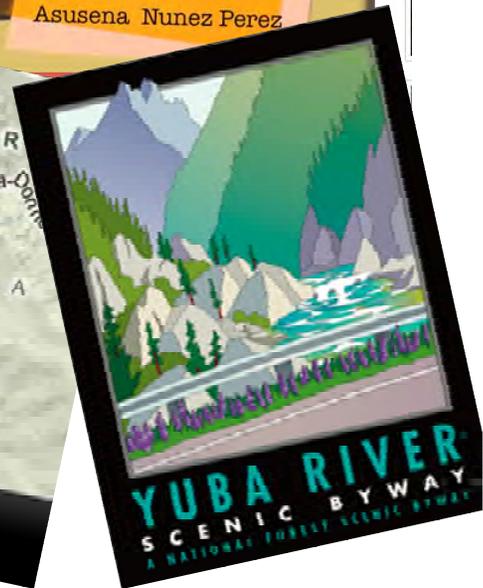
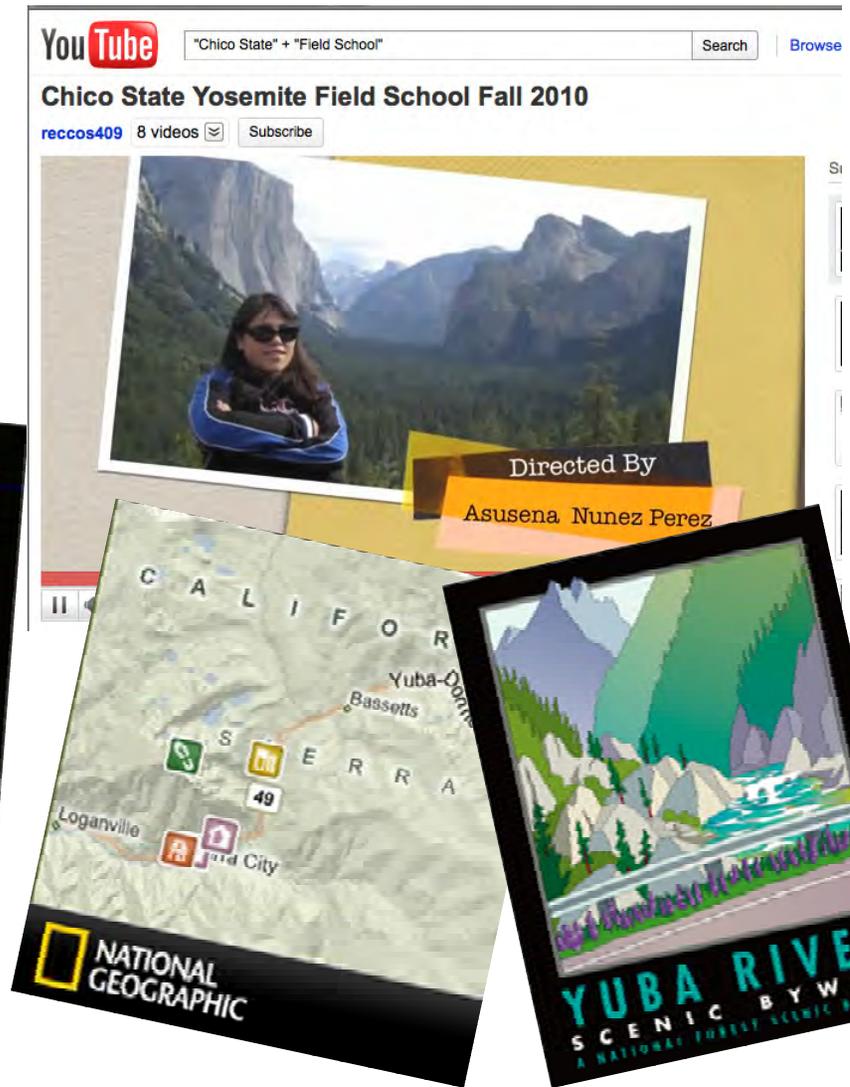
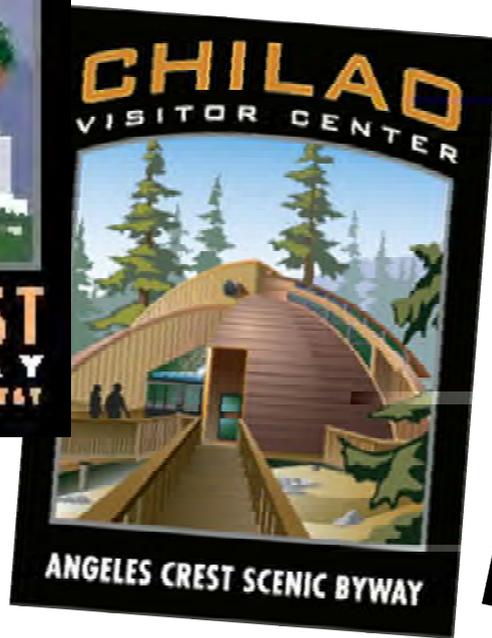
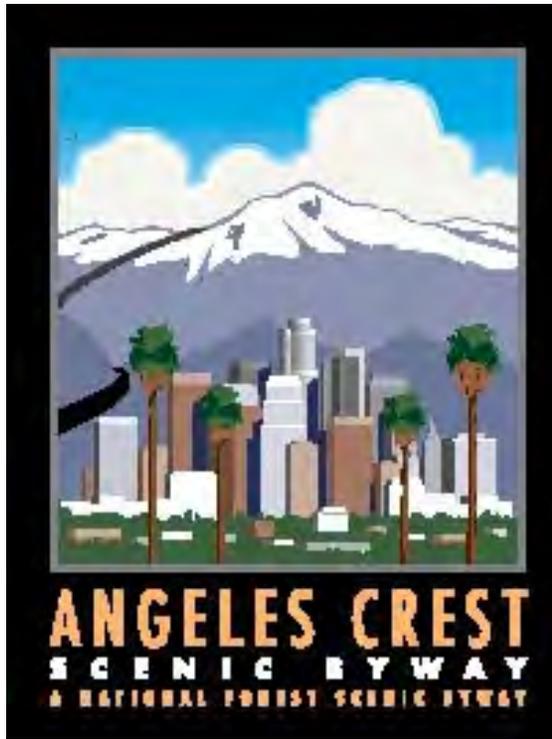


- CMPs
 - Ebbetts Pass
 - Angeles Crest
 - Carson Pass
 - Yuba Donner
 - Palms to Pines
 - Highway 120



- Transportation Planning

TO SHARE THEIR TALENTS



TO HELP MAKE CONNECTIONS

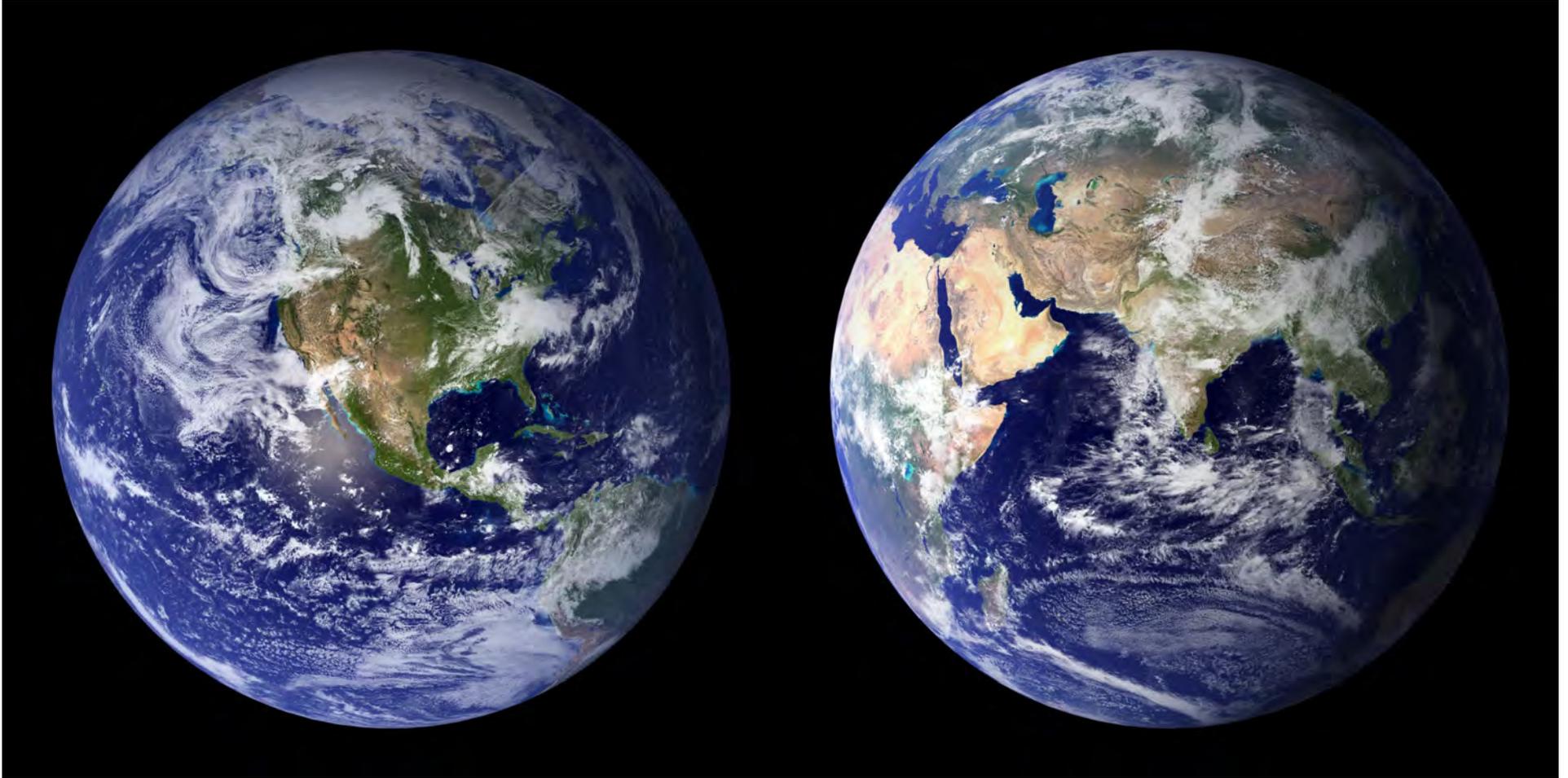
With Professionals



With How Things Inter-relate

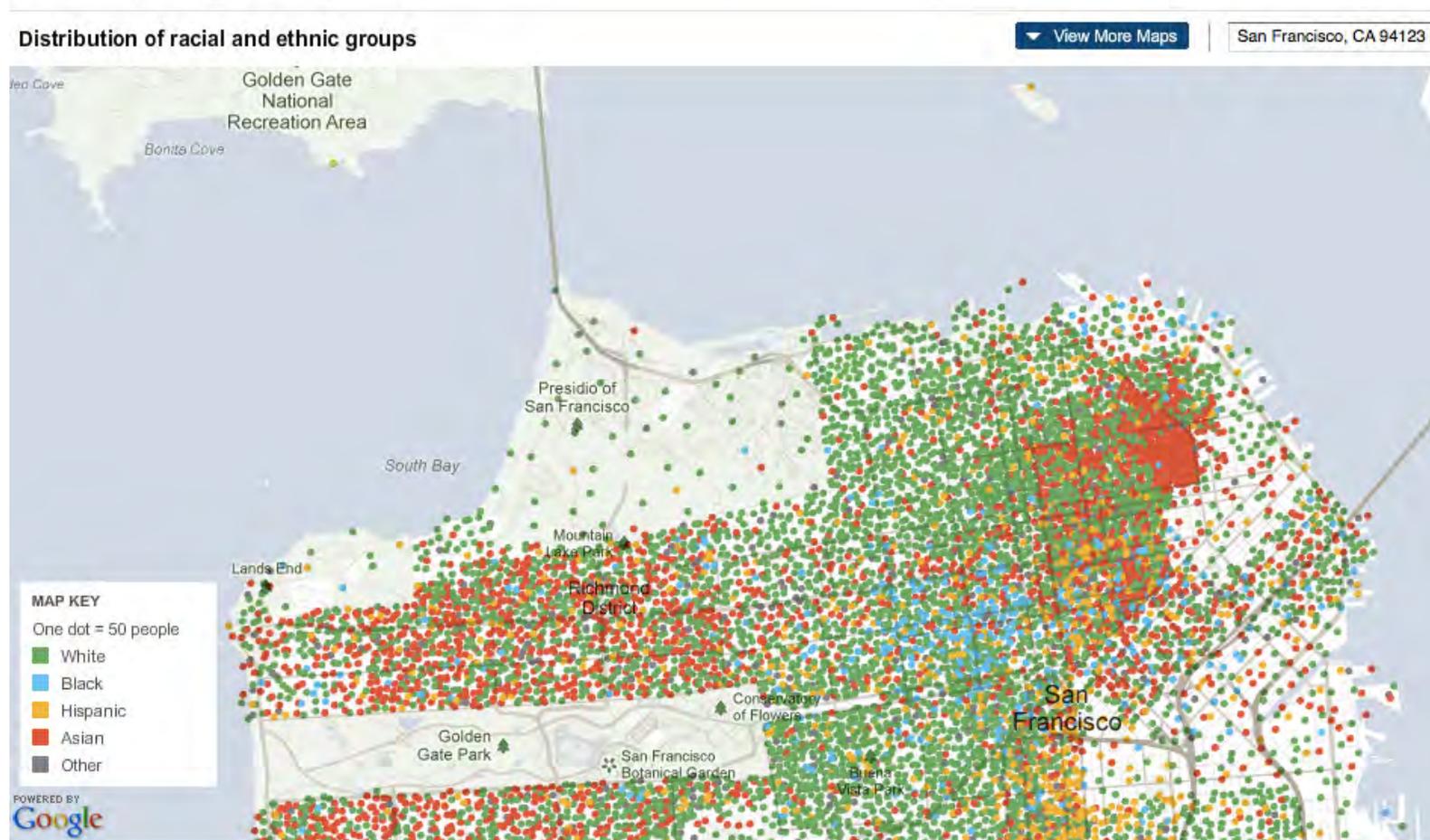


SUSTAIN...



The
Gifts
Given
We've
Been

THE TECH GIFT: NEW YORK TIMES—MAPPING EVERY BLOCK



<http://projects.nytimes.com/census/2010/explorer>

THE TRAILS GIFT



THE “OUR TIME” GIFT....

More than ½ the Americans who have ever lived are alive today.



Photo: Dan Ng

Source: Joseph Chamie, Center for Migration Studies, 2006 PRB Webcast

THE LONGEVITY GIFT

75 TO 100% INCREASE IN SENIOR ADULTS



Photo: USFWS

Source: Various, including Census Bureau, Facts for Features, January 2006.

THE DIVERSITY GIFT

NEW PERSPECTIVES, NEW SOLUTIONS



**Permission
Admission**

**Trimtab
Throughline
Mission**

The
Gifts
Given
We've
Been

BEST WISHES



Emilyn Sheffield

530-570-9855

esheffield@
csuchico.edu