



# CONSERVATION HORIZONS

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AN INITIATIVE *of the*  
CALIFORNIA COUNCIL  
*of* LAND TRUSTS

Friends,

California's land conservation movement can trace its history back more than 100 years, although the vast growth and present structure has occurred in the past 40 years. We have led the nation in generous financial support by philanthropies, voters and a vast number of individual donors. A large and diverse number of state, regional and local agencies, and more than 200 land trusts were created and have grown organically. In many ways, this effort has been wildly successful and, including federal lands more than 50 million acres are permanently conserved in California.

This great success has brought significant challenges, such as how to fund the long-term stewardship of the lands. Further, the cultural, demographic, political, financial, and climate change trends are moving in very different directions – challenging us to reconsider our organizations, priorities, methods, and funding. Most importantly, we should understand who our conservation programs are serving, with whom we are working, what additional lands we need to conserve, and reconsider our relationships to people, to land, and between people and land.

While these challenges are broader, deeper and more diverse than anything we have previously encountered, they also contain an immense opportunity to make our work of value to Californians from all walks of life. If people embrace these lands and their communities, the lands will be truly conserved.

The next age for land conservation in California is upon us, and we are fortunate to have the opportunity to deliberately, pro-actively and thoughtfully shape our collective future of conservation. This will not happen overnight and the transition will require openness, time, innovation and experimentation as we build new relationships and new approaches.

The California Council of Land Trusts created the **Conservation Horizons** initiative to ensure that conservation's future is as successful as our past has been. The **Conservation Horizons Committee** will help lead, shape, describe and offer pathways for the land trust community and its partners into our collective future.



Together, the land conservation community has conserved millions of acres of land and water resources that are a treasure for Californians. Let's tackle the challenges of the next age together to ensure conserved lands stay protected and that we make conservation truly meaningful to the daily lives of all Californians.

**We invite and encourage you to share your thoughts, ideas and recommendations as this process moves forward. Talk with your boards and colleagues about it. Share ideas at meetings and submit them to online at [www.calandtrusts.org](http://www.calandtrusts.org).**

With all best wishes for conservation's continuing success,



Darla Guenzler  
California Council of Land Trusts  
March 4, 2014

P.S. Many thanks to the generous support of the Resources Legacy Fund, the Gordon and Betty Moore Foundation, and the David and Lucile Packard Foundation for their support of this important project for the California conservation community.

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## CONSERVATION HORIZON COMMITTEE



### Foundations

**Gary Knoblock**, S.D. Bechtel, Jr. Foundation  
**Curt Riffle**, David and Lucile Packard Foundation  
**Julie Turrini**, Resources Legacy Fund

### Land Trusts

**Alina Bokde**, Los Angeles Neighborhood Land Trust  
**Ron Brown**, Save Mount Diablo  
**Michele Clark**, Yolo Land Trust  
**Gail Egenes**, Riverside Land Conservancy

**Bill Leahy**, Big Sur Land Trust

**Walter Moore**, Peninsula Open Space Trust  
**Nita Vail**, CA Rangeland Trust

### Other Partners

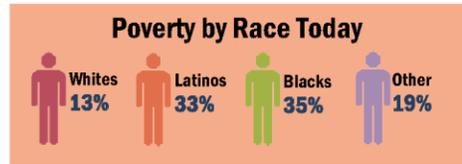
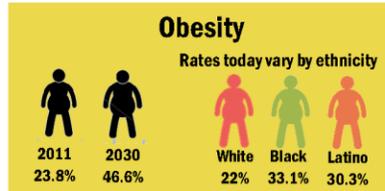
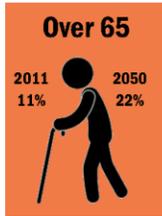
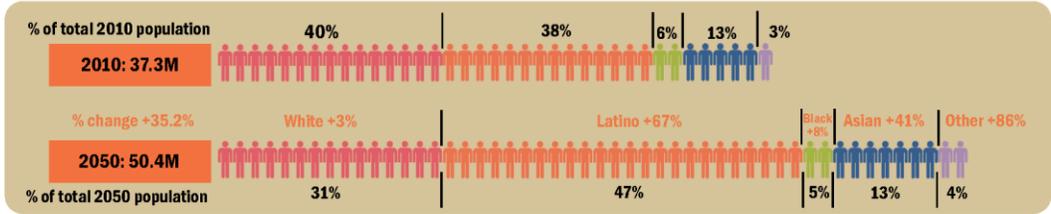
**Dave Holland**, San Mateo County  
**Hop Hopkins**, consultant on urban, urban agriculture and sustainability issues  
**Sam Livermore**, Board Member of Save the Redwoods League and the Yosemite Fund  
**Charles Thomas**, National Park Service

# Facts and Trends: California's Population

- By 2050, we will be larger, more urban and diverse, older, poorer, and less healthy.
- In 2050, more than 75% of the population will be centralized in three regions – Southern California, Central Valley, and the Bay Area.
- By 2050, nonwhites will comprise a super-majority (greater than 66%) in four of the state's six regions.

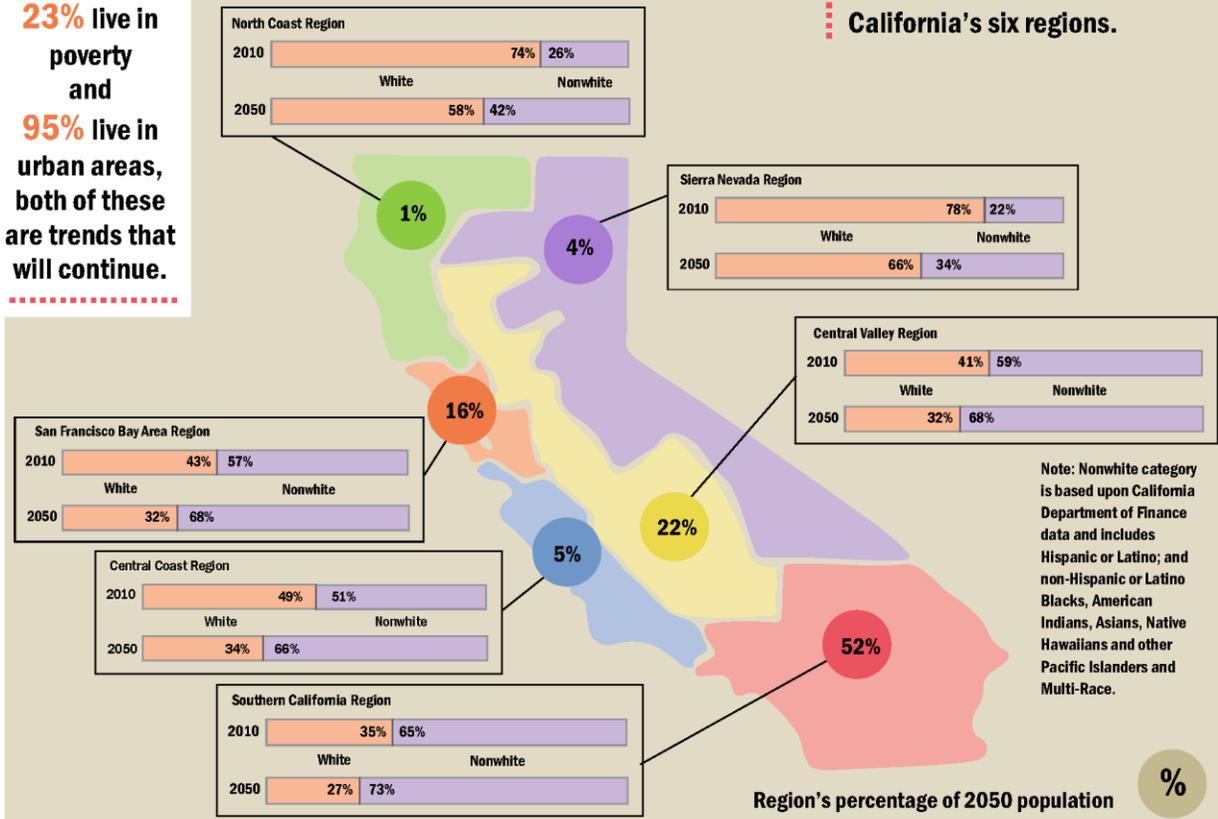
By 2050, California's population will have grown by **35%**, **22%** will be over 65, and **47%** of the population will be Latino.

By 2030, **47%** will be obese. Today, **23%** live in poverty and **95%** live in urban areas, both of these are trends that will continue.



In 2050, **75%** of the State's population will live in **12 counties** clustered in **3 regions** – Southern California, the Bay Area, and the Central Valley.

People of color represent an increasing majority of the population in four of California's six regions.



## What Do These Trends Mean For:

Conservation?

Land Trusts?

Public Agencies?



## Facts and Trends: Culture and Attitudes

- Different populations relate to the outdoors in different ways.
  - Many urban areas are underserved in terms of parks.
  - A large number of children between the ages of 6 and 17 have little interest in being in nature.
  - The Millennial generation, born between 1980 and 2000, will play a major role in shaping the future.
  - The use of technology continues to shape how people interact with each other and the outdoors.
- Although changing, the ethnic profile of California's legislature does not reflect the state's demographic profile.

Outdoor spaces serve varying purposes for different races and ethnicities.



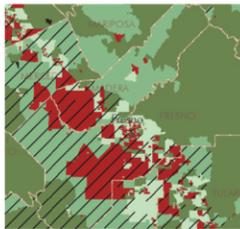
Los Angeles has **one playground per 10,000 residents.**

Of Americans aged six and up, **less than half participate in outdoor recreation.**

39% of 6 to 12 year olds and 54% of 13 to 17 year olds cite a **lack of interest** as the top reason for not getting out into nature.

Children between the ages of 8 and 18 spend an average of nearly **6.5 hours per day with electronic media.**

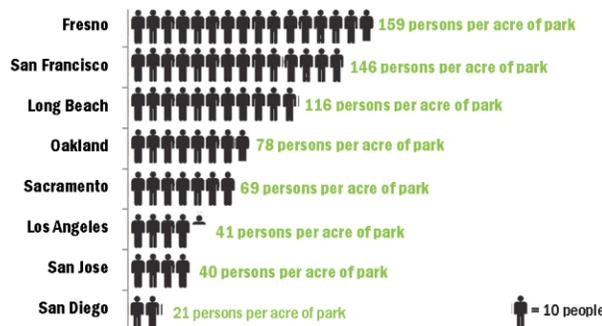
Between 1987 and 2003, the average person spent **327 more hours** (13 ½ additional days) with entertainment media.



Many Central Valley communities have a **Latino population greater than 36%, with incomes less than \$48.7k per year, and less than 3 acres of parkland per 1000 people.**

(As indicated in red on the map above.)

The number of **people using one acre of parkland** today differs widely by city.



**MILLENNIALS**  
born between  
1980 & 2000

**GEN X**  
born between  
1965 & 1980

**BABY BOOMERS**  
born between  
1946 & 1964

**SILENT GENERATION**  
born between  
1928 & 1945

**GREATEST GENERATION**  
born before  
1928

How do **MILLENNIALS** differ from previous generations?



The population of the **Millennial generation is larger than that of the Baby Boomers.**



By 2017, Millennials will have the **greatest spending power** of any generation.



Millennials will **decide the next six presidential elections.**



More educated



More racially diverse



More technologically savvy



Less religious

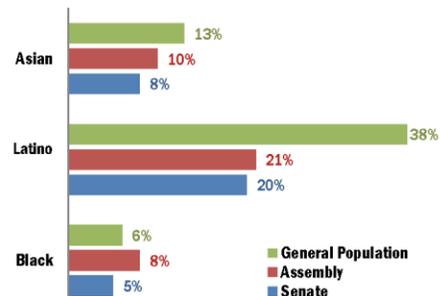


More tolerant of non-traditional family structures



Happier and more optimistic

Today people of color are **under-represented by state elected officials**, compared with the general population.



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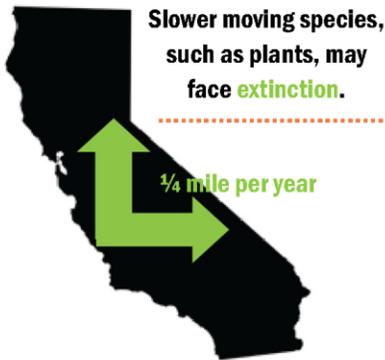
Public Agencies?



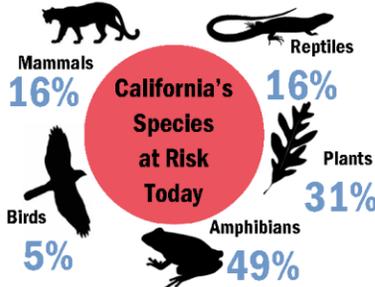
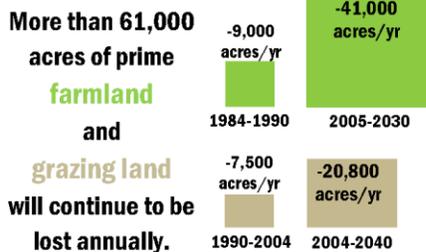
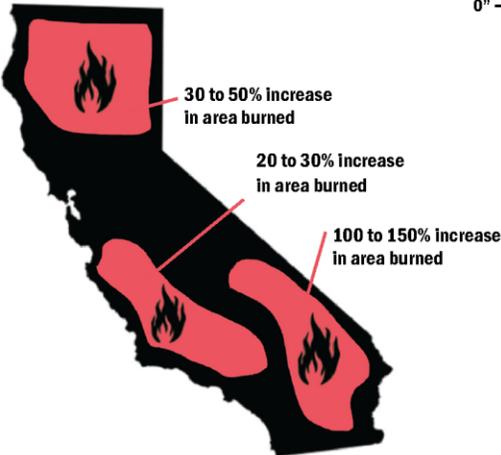
## Facts and Trends: California's Land and Resources

- Natural resources face unprecedented challenges due to climate change and development under existing land use practices.
- Agricultural and grazing resources are rapidly converting due to development, renewables, and lack of water.
  - Current land use policies and practices are inadequate to conserve important lands.
- Climate change impacts will significantly impair public health, property, infrastructure, and food security.

Species will move **¼ mile per year** north and upland to adapt to the changing climate.

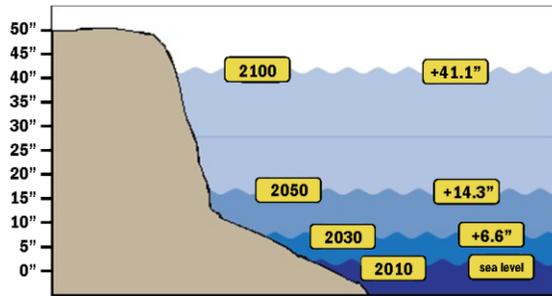


The risk of large wildfires will increase **20% by 2050** and **50% by 2100**.



**Less than 25%**

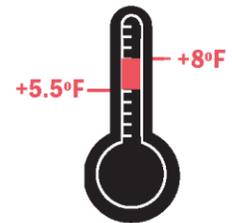
of the state's habitat remains in pristine condition, due to the impacts of farming, urban expansion, and pollution.



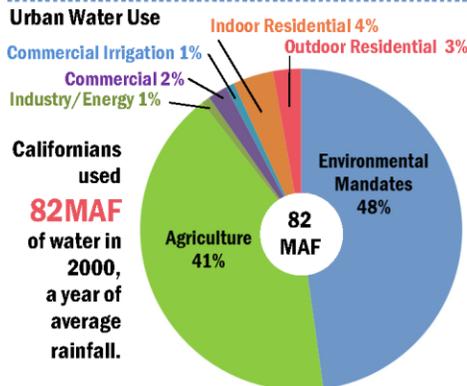
Sea levels will rise, on average, **6" by 2030** and **41" by 2100** increasing coastal erosion, flooding of low-lying residential areas and infrastructure, and saltwater intrusion.

By 2070, air temperature is expected to increase by **5.5°F to 8°F**

By 2050, **60%** of the days in greater Los Angeles are expected to be **hotter than 95°F** impacting human health, reducing air quality, and increasing the threat of wildfire.



**33% more water** will be needed to meet the needs of the 2050 population if climate conditions do not worsen.



Spring stream flows are expected to **decline by 30% by 2050** due to increased temperatures and decreased snowmelt.

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# Facts and Trends: California's Agriculture and Grazing Resources

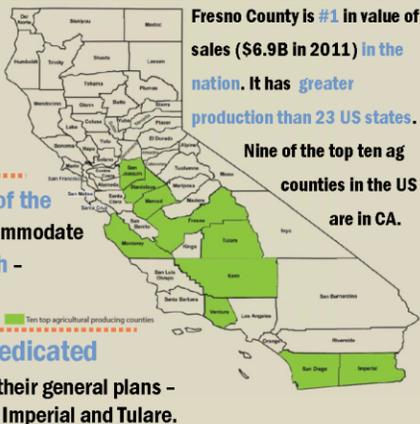
- Agricultural land and rangeland will continue to be lost due to population growth, inefficient development patterns, climate change, resource extraction and other factors.
  - California's agricultural sector is the nation's largest, producing \$44.7B in output.
  - The State's top ten agricultural counties today produce 87% of the state's agricultural sales.
  - These ten counties are expected to accommodate 29% of the state's projected population growth by 2050.
    - The state is projected to lose one million acres of agricultural land by 2050.

## California's Top Ten Agricultural Production Counties

Today, these counties produce **87% of the state's agricultural sales**, and house **14% of the State's population**.

By 2050 they will house **18% of the state's population**, and accommodate **29% of its projected growth - 3.8M more people**.

Only **five** of these ten have dedicated **agricultural elements** in their general plans - Stanislaus, Monterey, Merced, Imperial and Tulare.



## Bees and Agriculture

**One in every three bites** of food consumed by Americans comes from a plant visited by a honeybee or other pollinator.

California's share of US production of almonds is 99%; of avocados - 88%; of raspberries - 74%; and of peaches - 73%. These **four crops all require pollination and contribute 12% (\$5.3B)** to California's agricultural output.

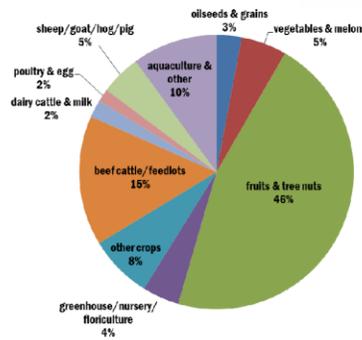
By pollinating 15 of California's crops that require pollination, **bees contribute over \$6.9B to the state's economy**.

**Honey production** per colony in California has **declined by 61% since 1993** - from 90 pounds per colony to 35 pounds per colony, likely an indicator of stressed colonies.

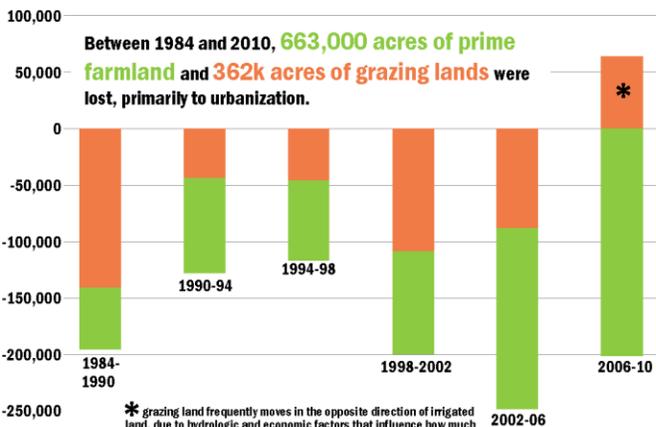
California produces **more than 99%** of the nation's almonds, dates, pomegranates, walnuts, artichokes, raisin grapes, pistachios, kiwifruit, figs & olives.

**8%** of California's farms occupy **43%** of farm acreage and generate **86%** of all agricultural sales (\$37B) - an average of \$5.8M per farm.

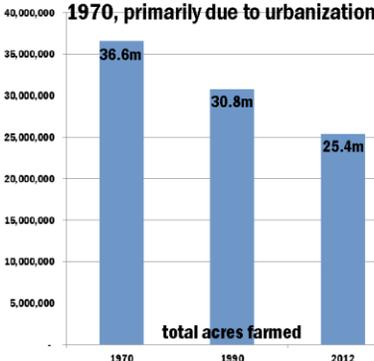
In 2012, California had **80,500 farms and ranches**, occupying **25.4M acres**, and producing **\$44.7B** in output.



**46%** of California's total number farms produce fruits and tree nuts, **15%** produce beef, and **2%** produce poultry and eggs.



Total acres devoted to farming and ranching has **decreased 31%** since 1970, primarily due to urbanization.



Recent projections indicate California will **lose 1,000,000 acres of farmland by 2050**. This is approximately the size of Sonoma County. This number could be higher depending on the severity of the drought, density of new development, and other factors.

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## Facts and Trends: California's Food and Public Health

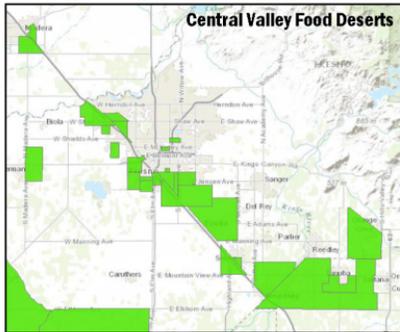
- Large numbers of low income Californians live in food deserts without convenient access to healthy food.
- Community gardens are on the rise in many urban areas but there are too few gardens to serve all those who need healthy food.
- Californians are becoming less fit, less healthy and getting fatter while spending less money on more calories.
  - Hunger affects an increasing number of low income families and families of color.



An urban food desert is an area where access to healthy, affordable food is not available within one mile of an urban resident's home.



1.9M Californians – 5% of the State's population – are both low income and live in an urban food desert.



10% of Fresno County low income residents live in an urban food desert.

Los Angeles County has 125 community gardens – one for every 79,000 people. The City of Fresno has three community gardens – one for every 169,000 people.



The cost per person of a healthy diet is \$1.50 more per day— \$550 more per year—than the cost of an unhealthy diet.



SNAP (Food Stamps) benefits equal about \$1.40 per person per meal - \$4.20 per day and \$1533 per year.



A healthy diet, at \$1.50 more per day, would cost 36% more than a SNAP-funded diet.

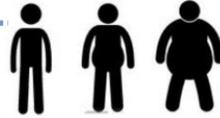
USDA data for May 2014, indicated that the average daily cost of the most thrifty healthy diet was \$5.35 per day.

Between 2001 and 2009, the percentage of low income adults in California unable to afford food for their household increased from 8.3% to 15.0%. Low-income households with children and Spanish-speaking households are the most food insecure.



All races, ethnic groups and income-levels show a similar and steadily upward climb in BMIs since 1980. In children this trend has been evident since the 1950s.

In California, 9.9% of the population was obese in 1990. Today 23.8% of the state's population is obese.



15.1% of the state's 10 to 17 year olds are overweight or obese.

The percentage of US youth aged 12-15 who had adequate levels of cardiorespiratory fitness decreased from 52.4% in 1999-2000 to 42.2% in 2012.



About half (49.4%) of Americans participate in outdoor recreation. 26% of Americans enjoy outdoor activities less than once per week and 24% participate at least once per week.

Among Americans aged 6 to 12 – 67% of Caucasians, 54% of Hispanics, and 37% of African Americans participate in outdoor recreation.

By 2030, 49.6% of Californians will be obese. Number of cases of hypertension will increase 30%; diabetes cases will increase 41%; and heart disease will increase 349%.



US calorie consumption has increased 26% - from 3100/day in 1965 to 3900/day in 2012.

Today, Americans spend 10% of their disposable income on food. In the 1930s this number was 25%.



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# Facts and Trends: Land Conservation and Stewardship Funding

- Public and philanthropic funding appears poised to decrease; become more complex; and/or focus less on acquisition, based upon population and attitudinal trends.
  - There are strong regional inequities in foundation funding.
  - Long term stewardship is largely unfunded but the need will only grow over time.
- Conservation may be best positioned to receive funding when it helps solve other public priorities and problems - urban parks, improved health, food security, climate adaptation.



Continued high levels of **public funding** face significant challenges.

Some foundations are finding **more value for each conservation dollar** by protecting land and resources outside of California.



**Competition** for funding has increased. Greater pressure is expected to fund **broader issues** - climate change, food security, public health, water.



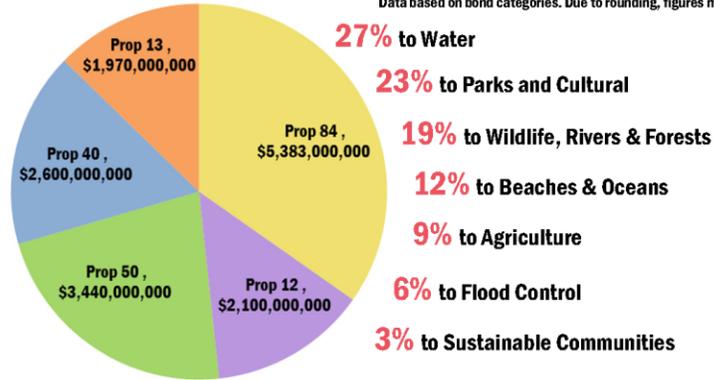
Conservation receives a portion of the **3% of charitable donations** to environmental and animal causes.

**\$41 trillion**

The minimum amount to pass from **one generation to the next** between 1998 and 2052.

## 14 Years and \$15.5B of Conservation Funding

Data based on bond categories. Due to rounding, figures may not add up.

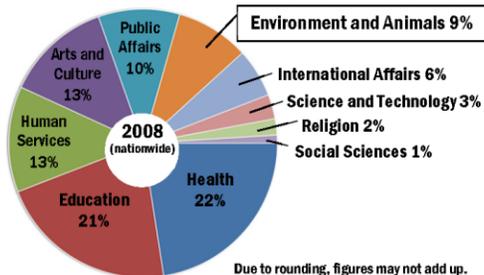


These funds have allowed the purchase of **1M acres in fee** and **500k acres in easements** by a variety of organizations.

## How does giving differ among generations?

	ELDERLY born before 1945	BABY BOOMERS born between 1946-64	GEN X born between 1965 - 80	MILLENNIALS between 1980 and 2000
The elderly donate the most <b>individually</b>	\$1,367/year	\$1,212/year	\$732/year	\$481/year
Baby Boomers donate the most <b>in aggregate</b>	\$37.0 billion	\$61.9 billion	\$28.9 billion	\$15.8 billion
Different generations have different methods of giving	Checkout donations (44%)	Online and tribute gifts (42%)	Buying products with proceeds going to charity (42%)	Online (44%)
Concern for <b>conservation and the environment</b> differs by generation	Only 9% rated Environmental Conservation as a cause they care most about.	Data not available	Biggest champions of environmental and conservation causes.	Only 4% ranked Environment and Conservation as a cause they care most about.

## Foundation Funding: Nationwide and Annual Per Capita in California



Per capita foundation funding for all causes differs noticeably by region. In 2003, foundations granted **\$3.6B** in California.

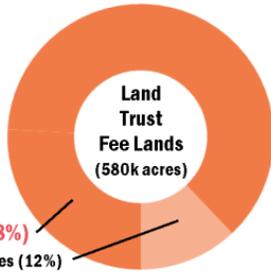
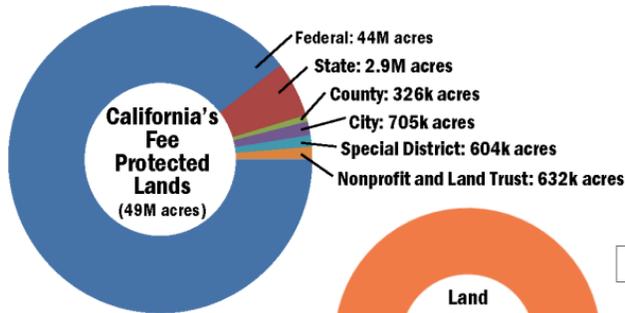
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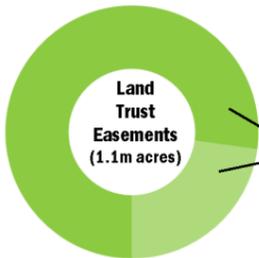


# Facts and Trends: California's Land Trusts

- Most land trusts formed in an era of rapid growth and development and focused on opportunistic acquisitions to protect habitat and open space from development.
- Land trusts and landowners have benefitted from readily available funds and fairly simple requirements.
  - Land Trusts hold 1.7 million acres and have protected additional lands that are in public holdings.
    - Land trust leaders continue to be predominantly white and older.
  - The locations of California's protected lands are not in the denser urban areas where the people are.



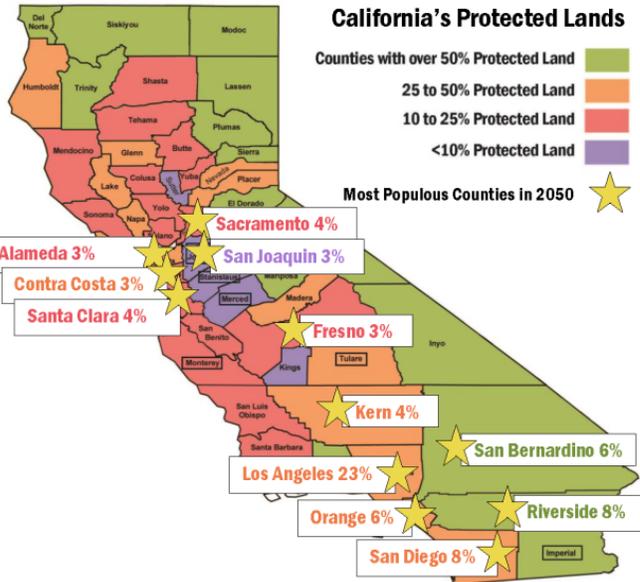
Thirteen Land Trusts: 506k acres (88%)  
All Remaining California Land Trusts: 70k acres (12%)



There are 1.9m easement protected acres in California, 60% held by land trusts and the remainder by government agencies.

Ten Land Trusts: 879k acres (77%)  
All Remaining California Land Trusts: 260k acres (23%)

The number of landscape level plans guiding acquisition is increasing.

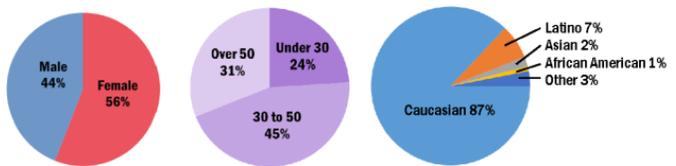


Half of California's lands are protected but these lands are not where the people are.

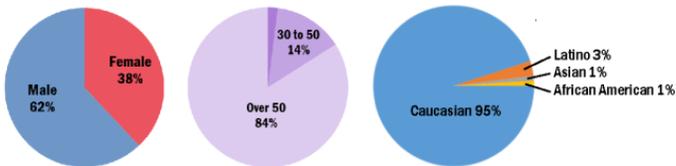
In 2050, 75% of the State's population will live in 12 counties (★) clustered in 3 regions - Southern California, the Bay Area, and the Central Valley.

Land Trust leadership is predominantly **White and aging.**

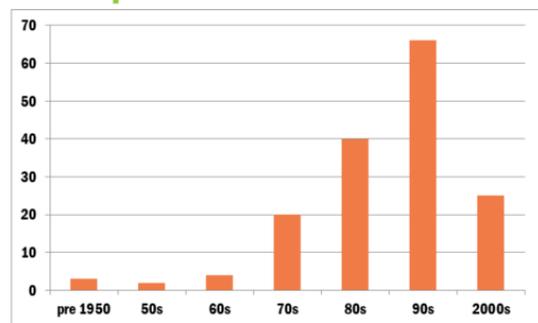
### Land Trust Staff Composition



### Land Trust Board Composition



Land trust formation peaked in the 1990s.



82% of land trusts are less than 30 years old.

### What Do These Trends Mean For:

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**What do these trends mean for conservation?**

**What do these trends mean for land trusts?**

**What do these trends mean for public agencies?**





Learn more at  
[www.calandtrusts.org/horizons](http://www.calandtrusts.org/horizons)



1029 J Street, Suite 120, Sacramento CA 95814  
[www.calandtrusts.org](http://www.calandtrusts.org) 916.497.0272

